

COMPARISON GUIDE

HeyLoopy vs Adobe Learning Manager: When Enterprise Scale Doesn't Mean Enterprise Retention

Adobe Learning Manager is a powerful, well-integrated enterprise LMS backed by one of the world's largest software companies. But heavyweight platforms don't ensure that your team retains what they learn. This guide compares two fundamentally different approaches to corporate training.

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Executive Summary

This comparison guide is written for training leaders, L&D professionals, and operations managers evaluating learning platforms for their teams. It presents an honest, data-driven comparison of Adobe Learning Manager and HeyLoopy - two platforms that approach corporate training from fundamentally different angles.

Adobe Learning Manager (formerly Adobe Captivate Prime) is an enterprise-grade cloud-based learning management system designed for scale and integration. It carries a 4.65/5 rating on eLearningIndustry (80 reviews) and a 4.3/5 on Gartner Peer Insights (106 reviews). It excels at what a traditional enterprise LMS does: hosting courses across multiple audiences, tracking completions at scale, and connecting seamlessly to enterprise software like Salesforce, Workday, and the Adobe ecosystem.

HeyLoopy is an AI-powered micro-learning platform designed around a different premise: that the goal of training isn't completion - it's retention. Rather than hosting static courses, HeyLoopy generates personalized daily micro-lessons from your existing documents, uses spaced repetition to combat the forgetting curve, and provides an AI coach that answers employee questions directly from your institutional knowledge base.

Both platforms have legitimate strengths. The right choice depends on what you're optimizing for: **enterprise-wide course delivery and integration** or **lasting knowledge retention**.

The core question

Organizations spend an average of \$1,280 per employee per year on training (ATD 2022). Without reinforcement, learners forget 70% of new material within a week. If your platform makes delivery seamless across your enterprise but doesn't address retention, what are you actually buying?

Adobe Learning Manager: Platform Profile

4.65/5

eLearningIndustry rating (80 reviews)

4.3/5

Gartner Peer Insights rating (106 reviews)

11+

Enterprise integrations out of the box

What It Is

Adobe Learning Manager is a cloud-based enterprise learning management system designed to train employees, customers, and partners at scale. Formerly known as Adobe Captivate Prime, it's part of the Adobe ecosystem and draws on Brightcove adaptive video streaming, Amazon cloud infrastructure, and Akamai edge servers for content delivery. It serves large enterprises, public administrations, and small/medium businesses across industries including financial services, technology, retail, manufacturing, and hospitality.

Core Strengths

- **Deep enterprise integrations:** Out-of-the-box connections to Salesforce CRM, Microsoft Teams, Microsoft Dynamics, Workday, Okta, ServiceNow, Zendesk, Zoom, Adobe Connect, LinkedIn Learning, and Power BI. API-based connectors for everything else.
- **Adobe ecosystem advantage:** Seamless integration with Adobe Experience Manager Sites, Marketo Engage, and Adobe Commerce. If your organization runs on Adobe, Learning Manager fits naturally.
- **Comprehensive standards support:** SCORM 1.1, 1.2, 2004 (3rd and 4th editions), xAPI/Tin Can, and AICC. Section 508 accessibility compliance.
- **Enterprise security:** SOC 2 Type 2 certified, FedRAMP certified, GDPR compliant. Meets stringent application, data, and cloud infrastructure security guidelines.
- **AI-based social learning:** Automated content curation and peer-to-peer learning through topic-based discussion boards. Learners can share expertise as web-based or user-generated content.
- **Multi-audience support:** Employee training, customer education, channel/partner training, franchise/dealer training, compliance, and sales enablement from a single platform.

Known Limitations

Based on industry analysis and user feedback:

- **Implementation complexity:** Enterprise-grade features come with enterprise-grade setup requirements. Implementation timelines can stretch weeks or months depending on integration depth.
- **Content creation overhead:** Despite Adobe Captivate integration, someone still has to build every course. Large organizations may need dedicated instructional design teams.
- **Cost structure:** Enterprise pricing with per-user licensing. The total cost of ownership includes not just the platform fee but implementation, customization, content creation, and ongoing administration.
- **No on-demand AI coaching:** While it offers AI-based social learning, it lacks an AI layer that answers employee questions directly from training materials or generates training content from existing documentation.
- **Limited retention tools:** No built-in spaced repetition, adaptive review scheduling, or knowledge reinforcement beyond quizzes at the end of courses.

Pricing

Adobe Learning Manager uses enterprise per-user pricing. Exact costs are not publicly listed and require a custom quote. The total cost of ownership should factor in implementation services, content creation, Adobe Captivate licensing if used for authoring, and ongoing administration.

The Fundamental Gap: Integration vs. Retention

Every traditional LMS - Adobe Learning Manager included - is built around a course-centric model: create content, assign it to learners, and track who completed it. Adobe's version of this model adds enterprise-grade integrations and multi-audience support, but the core approach optimizes for **delivery at scale**.

HeyLoopy is built around a different model: generate training from your documents, deliver it in daily micro-sessions, reinforce it with spaced repetition, and verify retention over time. This model optimizes for **knowledge retention**.

The distinction matters because these two models produce measurably different outcomes.

What cognitive science tells us

The forgetting curve (Ebbinghaus, replicated extensively): Without reinforcement, learners forget approximately 70% of new material within one week and 90% within one month. A single training session, no matter how well designed or how seamlessly integrated into your enterprise stack, cannot overcome this.

Spaced repetition produces 200%+ better long-term retention than massed practice (cramming or one-time delivery). This is one of the most replicated findings in cognitive psychology.

Active recall - retrieving information from memory rather than re-reading it - strengthens neural pathways and produces stronger, more durable learning than passive review.

Micro-learning (5-10 minute sessions) produces equivalent or better comprehension than longer sessions while dramatically reducing time away from productive work.

The integration paradox

A platform that seamlessly connects to your entire tech stack to deliver training that employees forget isn't saving time - it's making it easier to waste time at enterprise scale. The real cost isn't the LMS subscription or the Salesforce connector. It's the productive hours consumed by training that doesn't produce lasting knowledge.

Feature-by-Feature Comparison

Dimension	Adobe Learning Manager	HeyLoopy
Learning approach	Course-based modules: self-paced, instructor-led, or blended	AI-generated daily micro-lessons with spaced repetition
Content creation	Manual course building, SCORM/AICC import, Adobe Captivate integration	Upload documents; AI generates training automatically
Retention method	Quiz at end of module, completion certificates, gamification	Spaced repetition + active recall, adaptive per learner
AI capabilities	AI-based social learning, content curation, recommendations	AI coach from your knowledge base, content generation, adaptive difficulty
Learner time	30-90 min sessions per module	5-10 min daily micro-sessions
Admin time	Significant setup, course building, integration configuration	Upload docs once; AI handles ongoing training delivery
Knowledge verification	Completion tracking + quizzes + certifications	Continuous mastery assessment with gap identification
On-demand help	Search course library, peer discussion boards	AI coach answers questions from your institutional knowledge
Compliance	Certificate tracking, expiration reminders, audit trails	Continuous reinforcement + verifiable mastery records
Enterprise integrations	Deep: Salesforce, Workday, Okta, Adobe suite, 11+ out-of-box	API-first; integrates with existing LMS as a complement
Standards	SCORM 1.1/1.2/2004, xAPI, AICC, Section 508, SOC 2, FedRAMP	API-first; works alongside existing compliance infrastructure
Best for	Large enterprises needing deep integrations and multi-audience training	Teams that need training to produce lasting, verifiable knowledge

The Retention Argument

HeyLoopy's approach is built on three proven learning science principles that traditional LMS platforms don't implement:

1. Spaced Repetition

Instead of delivering all training in one session, HeyLoopy spaces content over time. Key concepts reappear at scientifically-optimized intervals - just before the learner would forget them. This transforms the forgetting curve from an enemy into an advantage: each retrieval strengthens the memory further.

2. Active Recall

Rather than asking learners to re-read or re-watch content, HeyLoopy requires them to retrieve answers from memory. This is harder than passive review, but it produces dramatically stronger retention. Every interaction is an assessment and a learning event simultaneously.

3. AI-Powered Personalization

The AI adapts to each learner's performance. Topics they've mastered appear less frequently. Topics where they struggle get more reinforcement. This means two employees working with the same training materials will have different daily experiences - each optimized for their specific knowledge gaps.

Enterprise LMS (Adobe Learning Manager)

- Complete a module once
- Pass a quiz at the end
- Receive a certificate
- Never revisit the material
- Forget 70% within a week
- Re-take annually for compliance

AI Micro-Learning (HeyLoopy)

- 5-10 min daily sessions
- Active recall on every interaction
- Spaced repetition prevents forgetting
- AI adapts to individual gaps
- Continuous mastery verification
- Always audit-ready, not just annually

Three Scenarios: How Each Platform Handles Real Training Challenges

Scenario 1: New Employee Onboarding

With Adobe Learning Manager: You build a structured onboarding learning path with multiple courses covering company policies, tools, procedures, and role-specific knowledge. The new hire works through them in their first week or two - potentially several hours of modules across different formats. Integration with your HRIS automatically enrolls them. They get completion certificates. Two weeks later, they're asking colleagues the same questions the training was supposed to answer.

With HeyLoopy: You upload your onboarding documents (handbook, SOPs, product guides). The AI generates a personalized training program. The new hire receives 5-10 minute daily sessions starting day one, covering the same material over 2-3 weeks with spaced repetition. They're productive from day one (sessions are short enough to allow real work), and the knowledge sticks because it's reinforced over time. When they have questions, the AI coach answers from your actual documentation.

Scenario 2: Product Knowledge for Customer-Facing Teams

With Adobe Learning Manager: You create product training modules when new features launch. The Salesforce integration triggers enrollment for the sales team. They complete the courses and their progress syncs to your CRM. On the next customer call, they're still referring to cheat sheets because the training was a one-time event and the product evolves faster than courses can be updated.

With HeyLoopy: You update your product documentation. The AI automatically incorporates new material into daily training sessions. The team is drilled on current product knowledge continuously. When a prospect asks a question, the AI coach provides the answer instantly - no searching through modules or documentation.

Scenario 3: Compliance Refresher Training

With Adobe Learning Manager: Annual compliance training is assigned across the organization. The platform's reporting shows exactly who has completed it and who hasn't. Managers get dashboards. Certificates are issued. Between annual refreshers, policy knowledge degrades. If there's an audit or incident, you have completion records but not necessarily a workforce that actually knows the policies.

With HeyLoopy: Compliance policies are reinforced daily in small doses. The AI identifies which employees have gaps in specific policy areas and increases reinforcement for those topics. When regulators ask for evidence of training, you show continuous engagement data and per-employee mastery scores - not just annual completion timestamps.

Pricing Analysis

Adobe Learning Manager Pricing

- **Pricing model:** Enterprise per-user licensing, custom quotes required
- **Content authoring:** Adobe Captivate sold separately for course creation
- **Implementation:** Professional services typically required for enterprise integrations
- **Enterprise features:** Multi-tenant support, custom branding, advanced reporting available at enterprise tier

Hidden Costs to Consider

The subscription price is only part of the total cost of ownership. With any enterprise LMS, factor in:

- **Implementation timeline:** Enterprise LMS deployments with deep integrations (Salesforce, Workday, Okta) can take weeks to months. That's time your team isn't receiving training.
- **Content creation time:** Someone has to build every course. For a 100-person company, initial course development can consume 40-80 hours of SME time. Adobe Captivate is a separate license.
- **Integration maintenance:** Enterprise integrations require ongoing maintenance as APIs change, systems update, and business processes evolve.
- **Administration overhead:** Enterprise platforms need dedicated administrators. The more integrations, the more configuration and troubleshooting required.
- **Ineffective training cost:** If 70% of training is forgotten within a week, the real cost is the wasted productive time - not the platform fee.

HeyLoopy's Value Proposition

HeyLoopy eliminates the content creation bottleneck entirely. Upload your existing documents - handbooks, SOPs, product guides, policy manuals - and the AI generates training automatically. This eliminates the largest hidden cost of any LMS: the time spent building and maintaining courses.

The real ROI question

The best LMS isn't the one with the most integrations or the largest feature set - it's the one that produces the most knowledge per dollar spent. If your enterprise platform requires months of

implementation, dedicated admins, and separate authoring tools, yet produces training that's largely forgotten, the actual cost per retained knowledge unit is significantly higher than a platform that generates training automatically and ensures retention through proven cognitive science.

Migration and Coexistence

HeyLoopy is not a rip-and-replace proposition. Many organizations use HeyLoopy alongside their existing LMS - including Adobe Learning Manager.

HeyLoopy complements your LMS

- **Keep your existing courses:** If you've invested in SCORM content, instructor-led training, or video libraries, those remain in Adobe Learning Manager.
- **Add retention to existing training:** Feed the same content into HeyLoopy to generate reinforcement sessions. Employees complete the course in your LMS, then retain it through HeyLoopy's daily micro-lessons.
- **Use HeyLoopy for institutional knowledge:** SOPs, handbooks, and documentation that don't fit neatly into a "course" are ideal for HeyLoopy's document-to-training pipeline.
- **Gradual transition:** Start with one use case (e.g., onboarding) and expand based on results. No big-bang migration required.

Getting Started

1. Identify one training area where retention matters most (onboarding, compliance, product knowledge)
2. Upload the relevant documentation to HeyLoopy
3. AI generates a training program in minutes
4. Pilot with a single team and measure knowledge retention vs. your existing LMS approach
5. Expand based on data

Recommendation

Choose Adobe Learning Manager if:

- You need deep integrations with Salesforce, Workday, and the Adobe ecosystem
- Your compliance requirements mandate SOC 2, FedRAMP, or AICC standards
- You train customers, partners, and dealers alongside employees from one platform
- You have dedicated L&D and instructional design teams to build and maintain courses
- Your organization already runs on the Adobe stack
- You need SCORM 2004 compatibility for existing enterprise courseware

Choose HeyLoopy if:

- You need employees to actually remember their training
- You want to turn existing documentation into training without manual course creation
- Your team is drowning in repetitive training questions that could be automated
- You need continuous compliance readiness, not annual checkbox exercises
- You want data on what your team knows, not just what they've completed
- You value AI-powered personalization that adapts to each learner

Consider both if:

- You have existing SCORM content and enterprise integrations worth preserving but want to add retention to the mix
- Some training (instructor-led, customer-facing) stays in Adobe Learning Manager while document-based internal knowledge moves to HeyLoopy
- You want to run a pilot comparing retention outcomes before committing fully

Next Steps

Ready to see how HeyLoopy handles your training content? Start a free trial at app.heyloopy.com/signup - upload a document and see AI-generated training in minutes. No credit card required.



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