Press Contacts

Holly Little
Adobe
415-832-6833
hlittle@adobe.com

Stefan Offermann
Adobe
408-536-4023
sofferma@adobe.com

FOR IMMEDIATE RELEASE

Adobe Named a Leader in 2017 Gartner Magic Quadrant for Digital Marketing Hubs

Adobe Positioned Furthest in the Leaders Quadrant for Completeness of Vision and Ability to Execute

SAN JOSE, Calif. — Feb. 23, 2017 — Adobe (Nasdaq:ADBE) today announced that it was recognized by Gartner, Inc. as a leader in the 2017 "Magic Quadrant for Digital Marketing Hubs[1]" research report. For the third consecutive report, Adobe placed furthest on the completeness of vision axis out of the 22 companies that were evaluated. In this most recent report, Adobe was also positioned highest on the ability to execute axis. Criteria for a vendor's completeness of vision include market understanding, marketing strategy, sales strategy, offering (product) strategy, business model, vertical/industry strategy, innovation and geographic strategy. Criteria for a vendor's ability to execute include product/service, overall viability (business unit, financial, strategy, organization), sales execution/pricing, market responsiveness and track record, and customer experience.

"In this era of digital transformation, customers have increasingly high standards for their interactions with brands. Companies must deliver outstanding customer experiences in the moments that matter, or fail as a business," said Suresh Vittal, vice president, Adobe Marketing Cloud. "Adobe is the only tech company in the industry with fully integrated design, data, customer intelligence and marketing solutions that enable brands to create and deliver the best and most seamless digital experiences for their customers. We believe our position as a leader in this important report underscores this and validates our work in this category."

"At Heathrow, the airport, parking operations, train service, and retail are all separate business units, but customers see Heathrow as one entity," said Simon Chatfield, head of eBusiness and CRM, Heathrow Airport Limited. "If they interact with one part of the business, they expect the other parts to know who they are and what they need. We can accomplish that with Adobe Marketing Cloud."

According to Gartner, "Leaders have fully embraced the integration of martech, ad tech and analytics, and deployed many hub solutions at scale, although they still mostly rely on integrated portfolio solutions from acquisitions and partnerships. The rapid growth of the category has thus far favored an accelerated first-mover approach featuring large enterprise software vendors executing aggressive acquisition strategies, although more organic solutions are starting to become competitive. Leaders will need to focus on innovation and integration to maintain their edge. As Leaders round out their native offerings, we expect them to urge customers toward their single-vendor solutions."

Adobe empowers companies to become experience-led businesses by providing the tools to deliver data-driven, tailored experiences across all customer touch points. Eight tightly integrated solutions in Adobe Marketing Cloud offer marketers a complete set of cutting-edge technologies that focus on analytics, web and app experience management, testing and targeting, advertising, audience management, video, social engagement and campaign orchestration. Adobe Marketing Cloud's tie-in with Adobe Creative Cloud makes it easy to quickly activate creative assets across all marketing channels and customer touch points.

Thousands of brands rely on Adobe's digital marketing solutions today, including two-thirds of Fortune 50 companies and ten of the ten largest media, financial services, auto, wealth management and telecom companies worldwide. Adobe Marketing Cloud supports 91 trillion customer transactions annually – more than any other company in the space – as well as 4.1 trillion rich media requests and over 100 billion emails.

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Helpful Links:

- Learn more about Adobe Marketing Cloud
- Blog post from Suresh Vittal
- CMO Article
- Twitter
- Facebook

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

[1]Source: Gartner, Inc. "Magic Quadrant for Digital Marketing Hubs" by Andrew Frank, Christi Eubanks, Lizzy Foo Kune, Martin Kihn, Jake Sorofman, Feb. 14, 2017

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