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**FOR IMMEDIATE RELEASE**

# Adobe Positioned as a Leader in the 2022 Gartner® Magic Quadrant™ for Digital Experience Platforms

- **Adobe named a Leader for fifth year in a row**
- **Recognized for highest Ability to Execute and furthest for Completeness of Vision**
- **Received highest score for B2C use case for Gartner Critical Capabilities for Digital Experience Platforms**

**SAN JOSE, Calif. — March 1, 2022** — Adobe (Nasdaq: ADBE) today announced that for the fifth year in a row, Gartner Inc. has named Adobe a Leader in the 2022 “Gartner® Magic Quadrant™ for Digital Experience Platforms” research report. Adobe was one of 16 vendors evaluated in the report. Gartner Magic Quadrant gives enterprise technology shoppers an unbiased assessment of how well competing providers are performing against Gartner’s market view and is supplemented by validated user reviews.

Adobe was positioned highest and furthest for both the Ability to Execute and Completeness of Vision. In addition, the Gartner Critical Capabilities for Digital Experience Platforms, a companion piece of research, recognized Adobe with the highest score for the Business-to-Consumer (B2C) use case.

“For more than a decade we’ve been working with brands of all sizes to deliver the sort of digital experiences that earn the trust and loyalty of their customers,” said Amit Ahuja, senior vice president of Experience Cloud Platform and Products, Adobe. “With our partners and developers, combined with Adobe’s enterprise applications, platform and services, we make it possible for companies to personalize experiences at scale.”

According to Gartner, “A digital experience platform (DXP) is a well-integrated and cohesive set of technologies designed to enable the composition, management, delivery and optimization of contextualized digital experiences across multi-experience customer journeys. A DXP can provide optimal digital experiences to a variety of constituents, including consumers, partners, employees, citizens and students, and help ensure continuity across the full customer lifetime journey. It provides the presentation orchestration that binds together capabilities from multiple applications to form seamless digital experiences.”

“Gartner identifies the core capabilities – provided either natively or through an integration – of a DXP to include: analytics and optimization, applied artificial intelligence, architecture and platform design, collaboration and knowledge sharing, cloud support, content management, extensibility and integration, multi-experience support, navigation, search and insight, personalization and context awareness, security and access control, account services, customer data management, customer journey mapping and presentation and orchestration.”

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In the experience economy, every business must be a digital business, and Adobe Experience Cloud is the global leader for powering digital businesses. With solutions for data, insights and audiences, content and commerce, customer journey management and marketing workflows, Adobe Experience Cloud is driving Customer Experience Management (CXM) across both B2B and B2C for companies of every size. Adobe Experience Platform - the foundation of Adobe Experience Cloud – is the industry's first purpose-built CXM platform, enabling personalized customer experiences in real-time at scale.

A complimentary copy of Gartner, Inc. Feb. 23, 2022 “Magic Quadrant for Digital Experience Platforms” research report is available [here](#), in addition to a supporting blog post [here](#).

### Sources:

- Gartner, Magic Quadrant for Digital Experience Platforms, Irina Guseva, Mike Lowndes, Jim Murphy, Gene Phifer, 23<sup>rd</sup> February 2022
- Gartner, Critical Capabilities for Digital Experience Platforms, Irina Guseva, Mike Lowndes, Jim Murphy, Gene Phifer, 1<sup>st</sup> March 2022

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