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Adobe Named a Leader in Enterprise Marketing Suites by Independent Research Firm

- Adobe named a Leader for Adobe Experience Cloud offering
- Adobe received highest possible scores in 25 criteria across the report, including real-time interaction management and content and asset management
- According to the report, Adobe's greatest strength is its consistently strong offerings across insights, engagement, advertising and content

SAN JOSE, Calif. — Sept. 9, 2022 — Today, Adobe (Nasdaq:ADBE) announced it has been recognized as a Leader in "The Forrester Wave™: Enterprise Marketing Suites, Q3 2022" report by Forrester Research, Inc. Adobe is positioned as a Leader for their [Adobe Experience Cloud offering](#), which empowers enterprise businesses to deliver seamless customer journeys with personalized digital experiences at scale. Adobe received the highest scores possible in 25 criteria, including real-time interaction management and content and asset management.

"To thrive in today's digital economy, every business must accelerate its digital transformation, which is now the primary way to connect with virtually every customer," said Amit Ahuja, senior vice president of Experience Cloud Platform and Products. "Adobe has been on a multi-year journey with our enterprise customers, rooted in the need to realize business objectives through the delivery of compelling, connected personalized experiences at scale and across multiple channels."

In the report, Forrester states that, "Adobe Experience Cloud offers insights, content and engagement applications, all based on Adobe Experience Platform, which centralizes data and services throughout the product line." The report continues, "It's a promising approach, notable for its modern architecture and broad digital engagement coverage. Adobe's greatest strength is its consistently strong offerings across insights, engagement, advertising and content."

Adobe Experience Cloud is a robust collection of applications and services that solves the needs for businesses to create personalized customer journeys. Solutions include customer journey management, data analytics and insights, content personalization, commerce and marketing workflows. Adobe Experience Cloud is powered by [Adobe Experience Platform](#), Adobe's open and extensible enterprise platform that transforms data into real-time, unified customer profiles that can be activated to deliver personalized customer experiences.

Adobe Experience Cloud applications focus on:

- **Data Insights and Audiences:** Great experiences start with the right data. [Adobe Analytics](#), [Adobe Audience Manager](#), [Adobe Customer Journey Analytics](#) and [Adobe Real-Time CDP](#) make it easy for businesses to unify data and build rich, actionable customer profiles in real time to deliver the right experience for each customer.

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- **Content and Commerce:** Content is what delivers value to businesses. [Adobe Commerce](#), [Adobe Experience Manager Assets](#), [Adobe Experience Manager Forms](#), [Adobe Experience Manager Screens](#), [Adobe Experience Manager Sites](#), [Adobe Sign](#) and [Adobe Learning Manager](#) enable enterprise companies to create, manage and deliver personalized content along with AI-powered commerce for more flexible shopping experiences.
- **Customer Journeys:** Timing is everything when delivering the right content. [Adobe Campaign](#), [Adobe Journey Optimizer](#), [Adobe Marketo Engage](#) and [Adobe Target](#) allow businesses to build customer journeys and analyze, automate and deliver personalized experiences across touchpoints to millions in milliseconds.
- **Marketing Workflow:** The best customer experiences happen when teams across an organization are on the same page. [Adobe Workfront](#) helps businesses optimize work management and marketing workflows by creating a single marketing system of record where teams can efficiently manage content, plan and track marketing campaigns, and execute complex workflows across teams.

Adobe Experience Cloud, powered by Adobe Experience Platform, is used by 75% of Fortune 100 companies to power customer experiences. More than 90% of the top 100 Adobe Experience Cloud customers use three or more applications. Adobe Experience Platform operates at a substantial scale, with more than 24 trillion segment evaluations per day and is supported by a broad ecosystem of over 4,000 partners.

A complimentary copy of the latest "Forrester Wave™: Enterprise Marketing Suites, Q3 2022" report is available [here](#) in addition to a supporting blog post [here](#).

About Adobe

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

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