

Press Contacts

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

Melissa Chanslor
Adobe
415-832-5489
chanslor@adobe.com

FOR IMMEDIATE RELEASE

Adobe Named the Leader Among Experience Optimization Platform Vendors by Independent Research Firm

Adobe Received Highest Scores in the Current Offering, Strategy and Market Presence Categories

SAN JOSE, Calif. — June 20, 2018 — Adobe (Nasdaq:ADBE) today announced it was recognized as the only Leader in “[The Forrester Wave™: Experience Optimization Platforms, Q2 2018](#)” report¹ by Forrester Research, Inc. Adobe received the highest scores in the current offering, strategy and market presence categories. The company also received the highest scores in the online testing, behavioral targeting and product vision criteria, and among the highest scores in the execution roadmap, performance and partner ecosystem criteria. Adobe is one of eight experience optimization platform vendors evaluated across 24 criteria for this report.

In its report, Forrester states: “Adobe Target scores well across all experience optimization techniques. Specifically, the product impresses with its testing and targeting capabilities. The vision for Adobe Target Premium is to use AI techniques to enable marketing and data scientists to optimize experiences within channels and across customer journeys.”

“With more than a decade leveraging AI and machine learning technology, Adobe is the only company equipped to help brands manage the scale required to deliver hyper-personalized experiences to customers throughout their journeys,” said Aseem Chandra, senior vice president, Strategic Marketing, Adobe Experience Cloud.

[Adobe Target](#), part of [Adobe Experience Cloud](#), is an experience optimization solution that empowers data-driven brands to rapidly experiment and create hyper-personalized experiences that can be leveraged across any digital touchpoint, including web, mobile, email, IoT, devices, call center and more. Adobe Target has leveraged AI and machine learning for more than a decade to enhance customer recommendations, targeting precision and the automation of personalized experiences at scale. Adobe Target integrates with [Adobe Experience Manager](#) and [Adobe Campaign](#) to enable marketers to seamlessly manage and deliver personalized content. Integration with [Adobe Analytics Cloud](#) provides deep insights into customer behavior. Adobe Target is used by major brands worldwide including Lenovo; Nissan Motor Co., Ltd.; Philips and Sprint. Experiences optimized by Adobe Target generated 173 percent more revenue on average for brands in 2017.

Source: ¹Forrester Research, “The Forrester Wave™: Experience Optimization Platforms, Q2 2018”. James McCormick and Emily Miller with Gene Leganza and Robert Perdoni, 20 June 2018.

About Adobe Experience Cloud

Within Adobe Experience Cloud, tightly integrated solutions offer a complete set of cutting-edge technologies that enable brands to deliver data-driven, tailored experiences across all customer touchpoints. This includes experience management and personalization across all screens and devices, experience delivery through advertising, video, as well as other channels and analytics. The tie-in with Adobe Creative Cloud makes it easy to quickly activate creative assets across all marketing channels and customer touch points.

The world’s most popular brands rely on Adobe Experience Cloud to run their businesses, including Carnival Corporation; Citibank; Comcast; Nissan Motor Co., Ltd.; Philips; T-Mobile; Tourism Australia and many others. Adobe Experience Cloud helps

Adobe Named the Leader Among Experience Optimization Platform Vendors by Independent Research Firm

clients manage more than 233 trillion data transactions annually, including 41 trillion rich media requests, over 150 billion emails and \$3 billion in ad spend.

Helpful Links

- Complimentary copy of Forrester Research, Inc.'s "[The Forrester Wave™: Experience Optimization Platforms, Q2 2018](#)" research report
- [Blog post](#) from Drew Burns

About Adobe

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

###