



Public relations contact

Nisa Chavez Taylor

Adobe

nisa.chaveztaylor@adobe.com

FOR IMMEDIATE RELEASE

Adobe Recognized as a Leader in 2022 Gartner® Magic Quadrant™ for Multichannel Marketing Hubs

- Adobe has been named a Leader in the Multichannel Marketing Hub market
- This marks Adobe's fifth consecutive year as a Leader in this Gartner® Magic Quadrant report
- Adobe was positioned as the highest for its Ability to Execute

SAN JOSE, Calif. — July 28, 2022 — Today, Adobe (Nasdaq: ADBE) announced that it was named a Leader in the 2022 "Gartner® Magic Quadrant™ for Multichannel Marketing Hubs" research report. Gartner® Magic Quadrant gives enterprise technology shoppers an unbiased assessment of how well competing providers are performing against Gartner's market view. It is supplemented by validated user reviews. This is Adobe's fifth consecutive year being recognized as a Leader in this Gartner Magic Quadrant report.

In the latest Gartner® Magic Quadrant for Multichannel Marketing Hubs, Adobe is positioned highest for the Ability to Execute for its product Adobe Journey Optimizer— an Adobe Experience Platform-powered application. Introduced [in June 2021](#), Journey Optimizer is an agile and scalable application for orchestrating and delivering personalized, connected and timely customer journeys across any app, device, screen or channel. Notable customers of Journey Optimizer include TSB Bank, Signet Jewelers and Coles.

"Adobe is committed to enabling brands to meet and surpass consumers' rising expectations with customer journeys that are personalized and relevant across any channel," said Amit Ahuja, senior vice president of Experience Cloud Platform and Products, Adobe. "Adobe's strong position in the Leaders quadrant is a significant milestone that validates our progress toward delivering exceptional customer journeys."

Gartner defines the Multichannel Marketing Hub (MMH) as a technology that orchestrates a company's communications with and offers to customer segments across multiple channels. These include websites, mobile, social, direct mail, call centers, paid media and email. MMH capabilities also extend to integrating marketing offers/leads with sales for execution in both B2B and B2C environments.

Announced [earlier this year](#), upcoming enhancements in Journey Optimizer include new features for real-time measurement, statistical precision and additional channels like mobile in-app messaging, direct mail and native web

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authoring. In today's digital-first world, global brands are putting their trust in Adobe to drive compelling and engaging customer experiences across all channels.

A complimentary copy of the latest Gartner, Inc. "Magic Quadrant for Digital Experience Platforms" research report is available [here](#) in addition to a supporting blog post [here](#).

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