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Adobe Named a Leader in World's First Major Evaluation of Customer Data Platform (CDP) Market

- **IDC MarketScape: Worldwide Customer Data Platforms Focused on Front Office Users 2021-2022 Vendor Assessment highlights strengths in analytics, innovation, and related offering portfolio**
- **Leading brands like Panera, BJs and ServiceNow delivering world-class customer experiences with Adobe Real-Time CDP**

SAN JOSE, Calif. – Adobe (Nasdaq: ADBE) today announced it was named a Leader in the *IDC MarketScape: Worldwide Customer Data Platforms Focused on Front Office Users 2021-2022 Vendor Assessmen*t. The report is the first major analyst assessment of customer data platform (CDP) technology, evaluating vendors across 100+ criteria, overall product offering, strategy and market presence.

CDPs play a critical role in customer experience. According to IDC: "There can be no truly effective customer experience initiative without an enterprise customer data service supporting it. Therefore, CDPs are on the critical path to becoming a customer-centric, data-driven brand."

"We are proud to have been recognized as a leader in CDP technologies," said Klaasjan Tukker, senior director product marketing, Adobe Experience Platform. "We see this as validation of the value we offer customers today, as well as our longer-term strategy to provide a comprehensive foundation for customer data management."

As third-party cookies and identifiers for advertisers (IDFAs) become less available, brands must change their strategies to focus on consented, first-party data to deliver the respectful, relevant experiences consumers expect. Adobe Real-Time CDP helps brands consolidate known and unknown customer data into rich profiles—creating a deeper understanding of customer wants and needs. Brands can then activate those profiles across the entire customer journey seamlessly in one system, all without the need for third-party cookies.

Adobe Real-Time CDP includes built-in governance controls that enable brands to use customer data responsibly as well as an open and extensible architecture that provides a path to additional use cases as brands evolve. These expanding capabilities are enhanced through a tight integration with Adobe Experience Cloud applications and services.

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The report found that: "Adobe's Real-Time CDP helps to address the challenge of developing a 360-degree customer view" and goes on to say that "Customers in large enterprises that need global solutions, services and support should consider Adobe a strong choice." IDC also highlights the following strengths:

- **Analytics – data science**: Adobe Customer AI, included in Real-Time CDP, provides customer propensity models, influential factors underlying customer behaviors, and dashboards that visualize model results.
- **Related offering portfolio:** Adobe offers an extensive product portfolio for customer experience that complements its CDP offering, including Adobe Target, Adobe Analytics, Adobe Journey Optimizer, Adobe Customer Journey Analytics, and Adobe Audience Manager.
- **Innovation:** Adobe releases new enhancements to its CDP product monthly and is planning to support new verticals and use cases for its Real-Time CDP in the next year.

The report sums up Adobe Real-Time CDP's strengths: "It is built on Adobe Experience Platform to facilitate connectivity with Adobe's CX solution portfolio and third-party systems. It encompasses workflows, dashboards, democratized AI/ML, sources, governance, real-time profiles, and integrated destinations built to power marketer use cases. Adobe has robust educational and training resources, including a fully developed training and certification program as well as its Experience League community that offers peer-to-peer learning."

Adobe's enterprise customers are using Adobe Real-Time CDP to power differentiate experiences for their customers. Examples include:

- **Panera** is using Adobe Real-Time CDP to re imagine customer experience. By leveraging Adobe tools, Panera can apply customer insights to activation and deliver personalization at scale in both physical and digital domains.
- **BJ's** prides itself on member experiences and is using Adobe Real-Time CDP to drive a comprehensive, real-time customer profile. Using deep transactional data captured in the profile, BJ's is gaining access to increased customer intelligence that fuels loyalty and membership growth.
- **ServiceNow** selected Adobe Real-Time CDP for its embedded B2B capabilities, allowing them to influence all aspects of their customer journey in Real-time.

Learn more by downloading an excerpt of the [report](#).

About Adobe Experience Cloud
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 customer journey management, data insights and audiences, content personalization, commerce 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.

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

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