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MEDIA ALERT: Adobe Named a Leader in Digital Intelligence Platforms by Independent Research Firm *Adobe Received Highest Scores Possible in 15 out of 23 Criteria*

SAN JOSE, Calif. — November 7, 2019 — Adobe (Nasdaq:ADBE) today announced that it was one out of two companies recognized as a Leader in *The Forrester Wave™: Digital Intelligence Platforms, Q4 2019*. As a leader, Adobe received or was among the top scores in the digital experience optimization, AI/machine learning, technology integrations, product vision, supporting services, partner ecosystem, platform revenue, enterprise customers and average deal size criteria.

"Adobe balances best-of-breed with the scale of the platform. The core components of Adobe's digital intelligence platform include [Adobe Analytics](#), [Adobe Target](#), and [Adobe Experience Platform](#) Launch. They form part of Adobe's ever-growing suite of capabilities providing broader marketing and engagement offerings. This growth is fed by ongoing cycles of technology acquisition, then integration, making the vendor the largest in terms of digital intelligence market size of all those evaluated," stated Forrester in its report. "Adobe's digital intelligence offering is ideal for marketing and product teams within large enterprises with mature digital intelligence practices – particularly within the media, retail, and financial services sectors."

"In today's enterprise market, digital transformation is a mandate for the entire C-Suite and essential to the bottom line," said Suresh Vittal, vice president, Adobe Experience Cloud. "Ensuring our clients have access to best-in-class technology for truly understanding their customers to help them create and deliver standout experiences based on real-time data, is the lifeblood of our platform strategy."

Adobe is reimagining customer experience management (CXM) with [Adobe Experience Cloud](#), the industry's only end-to-end solution for experience creation, marketing, advertising, analytics and commerce. Adobe Experience Cloud helps brands deliver consistent, continuous and compelling B2C, B2B and B2E experiences across customer touchpoints and channels, all while empowering brands to build a unified, secure and scalable digital foundation. As part of Adobe Experience Cloud, Adobe Experience Platform is the first real-time platform for CXM. Open and extensible, Adobe Experience Platform stitches together data from across the enterprise, enabling real-time customer profiles, that can be activated across Adobe Experience Cloud applications.

A complimentary copy of the report is available [here](#).
Adobe blog post about the report [here](#).

About Adobe

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

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