FOR IMMEDIATE RELEASE

Adobe Named a Leader in Data Management Platforms by Independent Research Firm

Adobe Recognized for Strong Current Offering and Well-Defined Strategy with Adobe AudienceManager

SAN JOSE, Calif. — Aug. 21, 2013 — Adobe (Nasdaq: ADBE) today announced that Adobe® AudienceManager, a fully integrated component of Adobe Marketing Cloud, was recognized as a leader and received the highest score for Strategy in "The Forrester Wave™: Data Management Platforms, Q3 2013" report by Forrester Research, Inc. Adobe was one of the companies Forrester invited to participate in the independent report, which reviewed seven data management platform (DMP) vendors across a 70-criteria evaluation including vendors’ current offering, strategy and market presence.

“Adobe AudienceManager (AAM) leads the pack in this first-ever Data Management Platform Forrester Wave, with a strong current offering, well-defined strategy, and the force of a multibillion dollar company to help deliver on that strategy,” stated the recently published report. “Adobe’s 2010 acquisition of standalone DMP technology Demdex gave it a foothold in the space, but the real Adobe Marketing Cloud story – of which AAM is described as a critical component – has only just begun to come to fruition,” the report added.

In addition to Adobe’s position as a leader in the DMP evaluation, Forrester also noted Adobe AudienceManager's "DMP clients describing the seamlessness across several Adobe products – including its Analytics and Target products...” The report noted, “[...] Adobe is well down the road in building out a marketing technology stack that broadly addresses data intelligence and audience delivery.”

Adobe AudienceManager, the industry’s first DMP that consolidates audience information from all available sources, helps identify and reach key audience segments so advertisers and publishers can consistently deliver more relevant, customized digital experiences to their customers. The solution enables advertisers and publishers to manage how their audience data is collected, shared and used among their partner technologies, systems and processes. Adobe AudienceManager customers include Condé Nast, Intuit, Sony, and Travelocity among others.

“The DMP market is heating up with expanded vendor offerings, broader audience insights and segmentation capabilities, as evidenced by Forrester’s latest industry report,” said Justin Merickel, senior director of new product innovation, Advertising Solutions, Adobe. “We are excited to see Adobe AudienceManager designated as a leader and we believe this recognition further validates our position in helping digital marketers deliver the right message to the right audience at the right time while driving revenue.”

A complimentary copy of "The Forrester Wave™: Data Management Platforms, Q3 2013" report is available [here](#).

About Adobe Marketing Cloud

Now there’s a place that puts everything digital marketers need in one spot. It’s called Adobe Marketing Cloud. It includes a complete set of analytics, social, advertising, targeting, web experience management and cross-channel campaign management solutions and a social-enabled UI that brings together everything marketers need to know about their campaigns. So marketers can get from data to insights to action, faster and smarter than ever.
About Adobe Systems Incorporated
Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

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