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FOR IMMEDIATE RELEASE

Adobe Named a Leader in Gartner 2016 Magic Quadrant for Digital Marketing Analytics

Hong Kong — October 26, 2016 — Adobe has announced it has been positioned again by Gartner, Inc. as a leader in its "[Magic Quadrant for Digital Marketing Analytics research report](#)¹". Of the eleven vendors evaluated, Adobe was among three named a leader for its ability to execute and completeness of vision. The evaluation criteria for ability to execute include product or service, overall viability, sales execution/pricing, market responsiveness/record, marketing execution, customer experience, and operations.

"We believe our continued leadership position in Gartner's Magic Quadrant is an honor and a great reminder of how the world's largest brands rely on Adobe Analytics within Adobe Marketing Cloud to drive customer intelligence and deliver great digital experiences," said Bill Ingram, vice president, Adobe Analytics. "We continue to advance the democratization of data insights across organizations and leverage the power of data science to help customers stay ahead of an increasingly complex digital landscape."

[Adobe Analytics](#) is the award-winning analytics backbone of Adobe Marketing Cloud, which measures trillions of digital interactions each year. It is the industry's best-selling and most advanced enterprise analytics solution and is used regularly by more than 140,000 marketers and data analysts to better understand their businesses. Major brands using Adobe Analytics today include Audi, Conde Nast, PopSugar, Marriott Hotels, Philips, Sony and thousands more.

"Adobe Analytics is core to what we do," said Ellen Lee, Senior Vice President of Global Digital, Hyatt Hotels. "It's how we get all of our numbers about customers' online interactions, down to the hotel level. Each hotel has its own dashboard, so they can view how strategies are performing in real time. These insights can be combined with page testing to increase bookings and other measures of engagement."

A complimentary copy of the Gartner, Inc. October 5 2016 "Magic Quadrant for Digital Marketing Analytics" research report is available [here](#).

¹ Source: Gartner, Magic Quadrant for Digital Marketing Analytics, Martin Kihn, Adam Sarner Andrew Frank, Christi Eubanks, Lizzy Foo Kune, 5 October 2016.

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About Adobe Marketing Cloud

Adobe Marketing Cloud empowers companies to use big data to effectively reach and engage customers and prospects with highly personalized marketing content across devices and digital touch points. Eight tightly integrated Solutions offer marketers a complete set of marketing technologies that focus on analytics, web and app experience management, testing and targeting, advertising, video, audience management, social engagement and campaign orchestration. The tie-in with Adobe Creative Cloud makes it easy to quickly activate creative assets across all marketing channels. Thousands of brands worldwide including two thirds of Fortune 50 companies rely on Adobe Marketing Cloud.

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