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FOR IMMEDIATE RELEASE

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

Adobe Audience Manager Positioned Highest for Current Offering

Hong Kong — Jun 14, 2017 — Adobe (Nasdaq: ADBE) today announced that Adobe Audience Manager, the company's data management platform (DMP) within Adobe Analytics Cloud, has been recognized for the third time in a row as a leader in "The Forrester Wave": Data Management Platforms, Q2 2017" report by Forrester Research, Inc. Adobe Audience Manager received the highest score for Current Offering. Eleven vendors were invited by Forrester to participate in the report, evaluated against 35 criteria including Current Offering, Strategy and Market Presence.

"Adobe is a smart choice for marketers focused on extending control across channels," stated Forrester in its Data Management Platforms report. "In 2011, Adobe acquired Demdex, the core technology of its DMP Adobe Audience Manager, as a step towards its vision of a converging adtech and martech stack. The strategy supported its view that data, while keenly valuable to effective and efficient media buying, must play a bigger role for any customer-obsessed business. Adobe continues to set the pace in this Forrester Wave."

"Consumers increasingly expect brands to understand them as individuals and they have little patience for content that is not relevant to them or engaging," said Bill Ingram, vice president, Adobe Analytics Cloud. "Adobe Audience Manager was built with deep customer intelligence at its core and it's the most comprehensive solution for managing disparate audience data in the industry. Our clients have seen great success and real results delivering personalization at scale."

Adobe Audience Manager, Adobe's DMP, is the industry's leading DMP that consolidates audience information from all available sources, helps advertisers, publishers, and agencies build unique audience profiles to identify the most valuable segments and use them across digital marketing channels. Advertisers can grow their revenue and customer base through unified, actionable views of their audiences, while publishers provide advertisers unique audience segments that drive conversions. Customers include Time Warner Cable, Lenovo, Scripps Network, Nordstrom and Princess Cruises, among others.

"At Princess Cruises, our mission is to create unforgettable moments for our guests, from the initial booking all the way through a trip's end," said Gordon Ho, head of global marketing and SVP, Princess Cruises. "Delivering a great experience really begins with the data. We use Adobe Audience Manager as our central data warehouse, acting as the foundation for us to drive customer insight. We are able to have an authentic

understanding of our guests and their preferences, enabling us to better customize individual experiences and ensure that any content we put forth is contextually relevant across different channels."

A complimentary copy of "The Forrester Wave™: Data Management Platforms, Q2 2017" report is available [here](#), and a blog post can be viewed [here](#).

About Adobe Analytics Cloud

Adobe Analytics Cloud, part of Adobe Experience Cloud, is the customer intelligence engine that powers businesses by enabling them to move from insights to action in real-time by uniquely integrating audience data across all Adobe clouds. Adobe Analytics Cloud combines Adobe Audience Manager, the leading data and audience management platform, and Adobe Analytics, the industry leading solution for applying real-time analytics and detailed audience segmentation across all marketing channels. Built on the Adobe Cloud Platform, which provides open APIs, a standard data model, and Adobe Sensei, Adobe's unified AI and machine learning framework, Adobe Analytics Cloud enables brands to better capture, aggregate, rationalize and understand vast amounts of their own disparate data and then translate that data into singular profiles of their customers.

About Adobe Experience Cloud

Adobe Experience Cloud is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on the Adobe Cloud Platform and integrated with Adobe Creative Cloud and Document Cloud. Leveraging Adobe Sensei's machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, and a robust partner ecosystem that offer an unmatched expertise in experience delivery.

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