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## Adobe Named a Leader in 2018 Gartner Magic Quadrant for Digital Experience Platforms

**Hong Kong — 25 January, 2018** — Adobe (Nasdaq: ADBE) announced it has been named by Gartner, Inc. as a Leader in the [2018 "Magic Quadrant for Digital Experience Platforms"](#) research report<sup>1</sup>. This report evaluated 21 vendors, and Adobe was among four vendors in the Leaders quadrant, based on the 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. Of all the vendors evaluated, Adobe was furthest to the right for completeness of vision, where evaluation criteria include market understanding, marketing strategy, sales strategy, offering (product) strategy, business model, vertical/industry strategy, innovation and geographic strategy.

"In virtually every industry, brands have to reimagine each part of the organization to laser focus on delivering stand-out experiences or risk failing in no time," said Suresh Vittal, vice president, Adobe Experience Cloud. "No other company offers a more complete and integrated set of digital marketing, ad tech, analytics and data management solutions that let brands delight customers with every interaction. The integration of Adobe Experience Cloud with Adobe Creative Cloud Enterprise ensures maximum impact of customer content through big data."

"Our partnership with Adobe helps us get the right message in front of the right customer at the right time," said Michael Marino, chief experience officer, Caesars Entertainment Corporation. "We are moving in an exciting direction — a place where we can display targeted content across websites and screens on properties to enhance experiences and increase engagement."

Within Adobe Experience Cloud, tightly integrated solutions offer a complete set of cutting-edge technologies that enable brands to deliver data-driven, tailored experiences across all customer touch points. This includes experience management and personalization across all screens and devices, experience delivery through advertising, video as well as other channels and analytics. The tie-in with Adobe Creative Cloud makes it easy to quickly activate creative assets across all marketing channels and customer touch points.

The world's most popular brands rely on Adobe Experience Cloud to run their businesses, including Carnival Corporation, Citibank, Sydney Opera House, Caesars Entertainment Corporation, Home Depot, Marriott Hotels, NBCUniversal, Nissan Motor Co., T-Mobile and many others. Adobe Experience Cloud helps clients manage more than 150 trillion data transactions annually, including 41 trillion rich media requests, over 150 billion emails and \$3 billion in ad spend. Major brands, including two-thirds of Fortune 100 companies, leverage Adobe Analytics Cloud for customer intelligence.

A complimentary copy of the Gartner, Inc. 2018 "Magic Quadrant for Digital Experience Platforms" research report is available [here](#).

<sup>1</sup> Source: Gartner, "Magic Quadrant for Digital Experience Platforms," Jim Murphy, Gene Phifer, Gavin Tay, Mike Lowndes, 17 January, 2018.

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#### **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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