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FOR IMMEDIATE RELEASE

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

For the Second Consecutive Year Adobe is Positioned Furthest in the Leaders Quadrant for Completeness of Vision

SAN JOSE, Calif. — Jan. 11, 2016 — Adobe (Nasdaq: ADBE) today announced that the company was recognized by Gartner, Inc. as a leader in the 2016 "[Magic Quadrant for Digital Marketing Hubs](#)¹" research report. For the second consecutive year, Adobe placed furthest on the completeness of vision axis. Criteria for a vendor's completeness of vision include market understanding, marketing strategy, sales strategy, offering (product) strategy, business model, vertical/industry strategy, innovation and geographic strategy.

[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, audience management, video, social engagement and campaign orchestration.

The tie-in with [Adobe Creative Cloud](#) makes it easy to quickly activate creative assets across all marketing channels and customer touch points. Thousands of brands worldwide including two-thirds of the Fortune 50 companies and 10 of the 10 largest media, financial services, auto, wealth management and telecom companies rely on Adobe's digital marketing solutions. Adobe Marketing Cloud supports 41 trillion transactions, 4.1 trillion rich media requests and more than 60 billion emails per year.

"We're pleased that once again, Adobe is positioned as a leader in what we view as a very important piece of research," said Suresh Vittal, vice president of strategy, Digital Marketing at Adobe. "Adobe's unique solutions with Creative Cloud and Marketing Cloud allows the company to connect art and science and help brands use data to activate all their creative content across any customer touch point. We believe our leadership position has not only been validated by analysts, but also by our customers with their buying decisions."

According to Gartner, "Leaders have fully embraced the integration of marketing tech, ad tech and analytics, and deployed many hub solutions at scale, although they still mostly rely on integrated portfolio solutions from acquisitions and partnerships. The rapid growth of the category has favored an accelerated first-mover approach, but we expect more organic solutions to become competitive in the coming years. Leaders will need to focus on innovation and integration to maintain their edge. As Leaders round out their native offerings, we can also expect them to cool toward wide-open partner networks and begin to urge customers toward their single-vendor solutions."

¹Source: Gartner, Inc. "Magic Quadrant for Digital Marketing Hubs" by Andrew Frank, Jake Sorofman, Martin Kihn, Christi Eubanks, Jan. 05, 2016.

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