



**Press Contacts**

Summer Shi  
Adobe  
(86) 10 58657703  
[sshi@adobe.com](mailto:sshi@adobe.com)

Ann Wai / Rosa Yip  
Newell Public Relations  
(852) 2117 5017 / 2117 5011  
[annw@newell.com](mailto:annw@newell.com) / [rosay@newell.com](mailto:rosay@newell.com)

FOR IMMEDIATE RELEASE

## Adobe Named a Leader in 2020 Gartner Magic Quadrant for Digital Experience Platforms

**Adobe Named a Leader for Third Year in a Row; Positioned Furthest for Completeness of Vision**

**Hong Kong — 7 February, 2020** — Adobe (Nasdaq:ADBE) has announced it has been positioned by Gartner, Inc. as a Leader in the 2020 "[Magic Quadrant for Digital Experience Platforms](#)" research report. Adobe was one of 14 vendors evaluated in the report. For the third consecutive year, Adobe placed furthest in the Leaders quadrant for completeness of vision.

According to Gartner, "a digital experience platform (DXP) is an integrated and cohesive piece of technology designed to enable the composition, management, delivery and optimization of contextualized digital experiences across multi-experience customer journeys." A complimentary copy of Gartner, Inc. Jan. 29, 2020 "Magic Quadrant for Digital Experience Platforms" research report is available [here](#), and a blog post can be viewed [here](#).



*Magic Quadrant for Digital Experience Platforms*

"In order for brands to offer exceptional experiences, they need to engage with their customers at a personal level across every touchpoint," said Suresh Vittal, vice president, Adobe Experience Cloud. "Adobe Experience Platform is the only enterprise platform available today that helps brands create a single, real-time view of each customer to deliver the best experience using Adobe Sensei, Adobe's AI and machine learning framework."

In the experience economy, every business must be a digital business and Adobe Experience Cloud is the global leader for powering digital businesses. With solutions for data and insights, content and personalization, customer journey management, commerce and advertising, Adobe Experience Cloud is driving Customer Experience Management (CXM) across both B2B and B2C for companies of every size. Adobe Experience Platform – the foundation of Adobe Experience Cloud – is the industry's first purpose-built CXM platform, enabling personalized customer experiences in real-time at scale.

The evaluation criteria for completeness of vision includes market understanding, marketing strategy, sales strategy, offering (product) strategy, business model, vertical/industry strategy, innovation and geographic strategy. Criteria for a vendor's ability to execute includes evaluating the product or service, overall viability, sales execution/pricing, market responsiveness/record, marketing execution, customer experience and

operations.

*Source: Gartner Magic Quadrant for Digital Experience Platforms, Irina Guseva, Gene Phifer, Mike Lowndes, 29 January 2020*

#### **Gartner Disclaimer**

Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

#### **About Adobe Experience Cloud**

Adobe is reimagining Customer Experience Management (CXM) with Adobe Experience Cloud, the industry's leading end-to-end solution for experience creation, marketing, advertising, analytics and commerce. Unlike legacy enterprise platforms with static, siloed customer profiles, Adobe Experience Cloud helps companies deliver consistent, continuous and compelling experiences across customer touchpoints and channels- all while accelerating business growth. Industry analysts have named Adobe a leader in over 20 major reports focused on experience-more than any other technology company.

#### **About Adobe**

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com/hk\\_en/](http://www.adobe.com/hk_en/).

###

© 2020 Adobe Inc All rights reserved. Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe in the United States and/or other countries. All other trademarks are the property of their respective owners.