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## Media Alert: Adobe Named a Leader in Digital Asset Management for Customer Experience by Forrester

Hong Kong — 11 June 2018 — Adobe (Nasdaq: ADBE) announced it was recognized as a Leader in "[The Forrester Wave™: Digital Asset Management for Customer Experience, Q2 2018](#)" report by Forrester Research, Inc. The digital asset management (DAM) solutions from Adobe are designed to help businesses improve efficiencies and achieve greater ROI by automating content management tasks and deploying content faster. [Adobe Experience Manager](#), a part of [Adobe Experience Cloud](#), enables brands to easily manage content and assets, and compose engaging digital experiences across channels and properties. Its intelligent digital asset management solution, [Experience Manager Assets](#), helps marketers and IT organizations to organize, adapt and distribute rich media experiences across the customer journey.

Forrester Research evaluated 13 vendors against 30 criteria grouped into three high-level buckets: current offering, strategy, and market presence. In addition to being named as a Leader, Adobe received the highest possible score in the market presence category.

For more information, please read the [Adobe Digital Experience Blog](#).

#### About Adobe Experience Cloud

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, Comcast, Nissan Motor Co., Philips, T-Mobile, Tourism Australia, and many others. Adobe Experience Cloud helps clients manage more than 233 trillion data transactions annually, including 41 trillion rich media requests, over 150 billion emails and \$3 billion in ad spend.

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#### 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/).

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