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FOR IMMEDIATE RELEASE

Adobe Named a Leader in 2018 Gartner Magic Quadrant for Multichannel Marketing Hubs

Adobe Positioned Highest Overall in the Magic Quadrant Based on Its Completeness of Vision

SAN JOSE, Calif. — May 4, 2018 — Adobe (Nasdaq:ADBE) today announced it has been named a Leader by Gartner, Inc. in the 2018 “Magic Quadrant for Multichannel Marketing Hubs” [research report](#). Adobe placed furthest to the right in “completeness of vision.” The report evaluated 21 vendors, and Adobe was positioned in the Leaders quadrant. Evaluation criteria for “completeness of vision” included market understanding, marketing strategy, sales strategy, offering (product) strategy, business model, vertical/industry strategy, innovation and geographic strategy.

“Only Adobe offers brands a single view of each customer, combined with a modern application to design, manage and measure personalized experiences that reach consumers effectively across channels,” said Aseem Chandra, senior vice president, Strategic Marketing, Adobe Experience Cloud.

According to the report, “Gartner defines the multichannel marketing hub as a technology that orchestrates a company’s communications with and offers to customer segments across multiple channels. These include websites, mobile, social, direct mail call centers, paid media and email.”

Adobe Campaign, the company’s multichannel campaign management offering, helps brands drastically improve and personalize customer experiences across online channels, such as email, social and mobile, and offline channels like direct mail and point of sale. Brands can easily manage content and assets with Adobe Experience Manager, enhance customer profiles and inform intelligent interactions with Adobe Analytics Cloud, and obtain deeper personalization with Adobe Target. Assets designed in Adobe Creative Cloud can be seamlessly connected with Adobe Campaign, and an integration with Microsoft Dynamics 365 and Power BI ensures marketing and sales efforts are connected. More than 150 billion emails were sent with Adobe Campaign in 2017. Leading brands rely on Adobe Campaign, including EFI, Hostelworld, London Heathrow Airport, Nissan Motor Co. Ltd., Sprint, Travelocity and Virgin Holidays.

Source: Gartner, “Magic Quadrant for Multichannel Marketing Hubs,” Adam Sarner, Andrew Frank, et al., 24 April 2018.

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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 touchpoints. 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 touchpoints.

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The world's most popular brands rely on Adobe Experience Cloud to run their businesses, including Carnival Corporation, Citibank, Caesars Entertainment Corporation, The Home Depot, Marriott Hotels, NBCUniversal, Nissan Motor Co. Ltd., T-Mobile 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.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

Helpful Links:

- [Complimentary copy](#) of Gartner Inc.'s "Magic Quadrant for Multichannel Marketing Hubs" research report
- [Blog post](#) from Kristin Naragon

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