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## Adobe Named a Leader in Gartner 2017 Magic Quadrant for Digital Marketing Analytics

**SAN JOSE, Calif. — Oct. 13, 2017** — Adobe Systems Incorporated (Nasdaq:ADBE) today announced it has been positioned by Gartner, Inc. as a leader in its “Magic Quadrant for Digital Marketing Analytics” research report 1 for the third year in a row. Of the 12 vendors evaluated, Adobe was among three named a leader for 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.

“It’s great to see Gartner recognize Adobe as a leader in digital marketing analytics for three years in a row,” said Bill Ingram, vice president, Adobe Analytics Cloud. “With close to two-thirds of the Fortune 100 leveraging Adobe Analytics Cloud for customer intelligence, Adobe provides in-depth behavioral pathing and powerful segmentation with a user-friendly and fully-flexible set of tools.”

Adobe Analytics Cloud is the award-winning analytics backbone of Adobe Experience Cloud, which helps clients manage more than 150 trillion data transactions annually. It is the industry’s best-selling and most advanced enterprise analytics solution, and is used regularly by more than 140,000 marketers and data analysts to better understand their businesses. Major brands using Adobe Analytics today include T-Mobile, The Home Depot, Mastercard, Ford, MGM Resorts, Citi Bank, Dell, NBC Universal, Heathrow Airport and thousands more.

India is one of the fastest growing regions for Adobe across APAC, and many of the country’s leading brands across sectors are its customers, including Idea Cellular, HDFC Bank, SpiceJet Airlines, Flipkart, Asian Paints, IDFC Bank, among others.

“Websites can tip the scales for a consumer who is car shopping,” said Mr. Moyuru Kudo, head of Japan digital customer experience for Nissan Motor Co., Ltd, an Adobe Experience Cloud customer. “If we can predict the actions and thought processes that a customer will follow on the website, and really understand the customer’s journey, we can determine the best strategy to engage them. If we do this, we can increase the number of customers who visit dealerships as they’re ready to close on a deal.”

A complimentary copy of the Gartner, Inc. October 4, 2017 "Magic Quadrant for Digital Marketing Analytics" research report is available [here](#).

1 Source: Gartner, Magic Quadrant for Digital Marketing Analytics, Martin Kihn, Christi Eubanks, Lizzy Foo Kune, October 4, 2017.

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#### **About Adobe Analytics Cloud**

Adobe Analytics Cloud, part of Adobe Experience Cloud, is the customer intelligence engine that powers businesses by enabling them to move from insights to action in real-time by uniquely integrating audience data across all Adobe clouds. Adobe Analytics Cloud combines Adobe Audience Manager, the leading data and audience management platform, and Adobe Analytics, the industry leading solution for applying real-time analytics and detailed audience segmentation across all marketing channels. Built on the Adobe Cloud Platform, which provides open APIs, a standard data model, and Adobe Sensei, Adobe's unified AI and machine learning framework, Adobe Analytics Cloud enables brands to better capture, aggregate, rationalize and understand vast amounts of their own disparate data and then translate that data into singular profiles of their customers.

#### **About Adobe**

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

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