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Adobe Named a Leader in Enterprise Marketing Software Suites by Independent Research Firm

Adobe Received Highest Overall Scores in Current Offering and Strategy; Recognized as a Leader in Cross-Channel Campaign Management

SINGAPORE, 8 June 2016 – Adobe (Nasdaq:ADBE) announced that the company was recognized as a Leader in “[The Forrester Wave:™ Enterprise Marketing Software Suites, Q2 2016](#)” report by Forrester Research, Inc. Adobe received the highest scores in current offering and strategy. Forrester evaluated the nine most significant enterprise marketing software suites providers across 40 criteria, including current offering, strategy and market presence.

“In today’s digital age, the brands that will be successful must lead with experience and delight customers across touch points,” said Suresh Vittal, vice president, Adobe Marketing Cloud. “We believe our recognition in Forrester’s reports validates our continued leadership in helping companies transform into Experience Businesses.”

“Adobe balances its direct response marketing capabilities (Campaign, Social and Experience Manager) with advertising capabilities (Audience Manager, Media Optimizer and Primetime), and ties them together with insights (Analytics and Target) and its core services offering...Adobe has assembled a comprehensive portfolio, and B2C marketers have integrated multiple Adobe modules into sophisticated, large-scale marketing technology ecosystems,” stated Forrester in its Enterprise Marketing Software Suites report.

[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 creation and management, testing and targeting, advertising, audience management, video, email, campaign orchestration and social engagement. Adobe Marketing Cloud’s tie-in with [Adobe Creative Cloud](#) makes it easy to quickly activate creative assets across all marketing channels and customer touch points.



Forrester defines enterprise marketing software suites as “an integrated portfolio of marketing technology products that provide analytics, automation and orchestration of insight-driven customer interactions to support inbound and outbound marketing” and stated in the report, “in the age of the customer, B2C marketers must assemble their own unique marketing technology ecosystems that drive contextually relevant customer experiences.”

Thousands of brands rely on Adobe’s digital marketing solutions, including two-thirds of the Fortune 50 and 10 of the 10 largest media, financial services, auto, wealth management and telecom companies. Adobe Marketing Cloud supports 41 trillion transactions and 4.1 trillion rich media requests per year, and managed 100 billion emails in 2015. Customers include Comcast, DuPont, Fairfax Media New Zealand, Hyatt Hotels Corporation, John Lewis, Lenovo, L’Occitane, MGM Resorts International, NBC Universal, National Bank of Abu Dhabi, NetApp, Renault, The Royal Bank of Scotland, Scottrade, T-Mobile, Tumi, Vodafone Ireland and more.

“As a premiere hospitality and entertainment brand, our mission is to create unforgettable, world-class customer experiences. It’s essential that our guests’ experiences are seamless which is a major challenge when you have 20 resorts that each require separate digital destinations for booking, restaurants, events and more,” said John Bollen, Chief Digital Officer, MGM Resorts. “Adopting Adobe Marketing Cloud helps us manage content and customer information, and deliver a personalized and engaging experience for guests. Adobe is helping us achieve our goals of increasing direct online booking, incremental spend on property, number of annual visits, new guest acquisition and overall market share.”

“At Comcast, we’re focused on constantly innovating and delivering value to customers through our bundled Internet, cable television and phone packages. An integral part of our business is ensuring each interaction with our customers is as valuable as possible,” said Rob Roy, senior vice president of digital, Comcast. “With Adobe Marketing Cloud, we benefit from a complete picture of online and offline customer interactions, ranging from service connections to calls to our call center. As a result, conversion for services has improved an astounding 44 percent by testing and optimizing promotions, and we’ve drastically reduced strain and saved costs affiliated with our call center by personalizing messaging based on customer interactions.”

Adobe was also recognized as a Leader in “[The Forrester Wave:™ Cross-Channel Campaign Management, Q2 2016](#).” Forrester evaluated the 15 most significant cross-channel campaign management vendors and Adobe received the highest scores in current offering and strategy. [Adobe Campaign](#), Adobe’s cross-channel campaign management offering, enables brands to drastically improve customer engagement across email, web, social, display and mobile channels, as well as offline channels such as direct mail and point of sale.

“Companies operating in today’s global landscape are faced with a very simple, yet critical, dilemma: fundamentally reinvent their business to compete in the digital age or lose ground to those who do,” said Dave Bernstein, vice president and global lead, Technology Practice at SapientNitro. “In Adobe, we have found a partner who shares our mission to not only help our joint clients transform their businesses, but also to overcome the challenges and embrace the opportunities presented in this new landscape.”

Helpful Links

- Complimentary copy of "[The Forrester Wave:™ Enterprise Marketing Software Suites](#)" report
- [Blog post from Suresh Vittal](#) about Adobe's position as a leader in the "The Forrester Wave:™ Enterprise Marketing Software Suites" report
- Complimentary copy of "[The Forrester Wave:™ Cross-Channel Campaign Management](#)" report
- [Blog post from Stephan Dietrich](#) about Adobe's position as a leader in the "The Forrester Wave:™ Cross-Channel Campaign Management" report

About Adobe Marketing Cloud

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, video, audience management, social engagement and campaign orchestration. The tie-in with Adobe Creative Cloud makes it easy to quickly activate creative assets across all marketing channels. Thousands of brands worldwide including two thirds of Fortune 50 companies rely on Adobe Marketing Cloud.

About Adobe Systems Incorporated

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

The Adobe Southeast Asia community can connect with the Adobe team and other creative professionals and enthusiasts directly on Facebook for local news, updates and promotions at www.facebook.com/AdobeSEA.

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