



Press Contacts

Celest Lim
Adobe Systems Incorporated
+65 6511 9959
celim@adobe.com

Jamie Tan / Keri Lee
Text100 Global Communications
+65 6603 9000
AdobeSG@text100.com.sg

Adobe Named a Leader in Gartner 2016 Magic Quadrant for Digital Marketing Analytics

SINGAPORE, 19 October 2016 – Adobe (Nasdaq: ADBE) today announced it has been positioned again by Gartner, Inc. as a leader in its "[Magic Quadrant for Digital Marketing Analytics research report](#)". Of the eleven vendors evaluated, Adobe was among three named a leader for its 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.

"We believe our continued leadership position in Gartner's Magic Quadrant is an honor and a great reminder of how the world's largest brands rely on Adobe Analytics within Adobe Marketing Cloud to drive customer intelligence and deliver great digital experiences," said Bill Ingram, vice president, Adobe Analytics. "We continue to advance the democratization of data insights across organizations and leverage the power of data science to help customers stay ahead of an increasingly complex digital landscape."

[Adobe Analytics](#) is the award-winning analytics backbone of Adobe Marketing Cloud, which measures trillions of digital interactions each year. 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 Audi, Conde Nast, PopSugar, Marriott Hotels, Philips, Sony and thousands more.

"Adobe Analytics is core to what we do," said Ellen Lee, Senior Vice President of Global Digital, Hyatt Hotels. "It's how we get all of our numbers about customers' online interactions, down to the hotel level. Each hotel has its own dashboard, so they can view how strategies are performing in real time. These insights can be combined with page testing to increase bookings and other measures of engagement."

A complimentary copy of the Gartner, Inc. October 5 2016 "Magic Quadrant for Digital Marketing Analytics" research report is available [here](#).

¹ Source: Gartner, Magic Quadrant for Digital Marketing Analytics, Martin Kihn, Adam Sarner Andrew Frank, Christi Eubanks, LizzyFoo Kune, 5 October 2016.

**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 all warranties of merchantability or fitness for a particular purpose.

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.

© 2016 Adobe. All rights reserved. Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.