

## Press Contacts

Celest Lim  
Adobe  
+65 6511 9959  
[celim@adobe.com](mailto:celim@adobe.com)

Jamie Tan / Redzuan Samad  
Text100 for Adobe  
+65 6603 9000  
[AdobeSG@text100.com.sg](mailto:AdobeSG@text100.com.sg)

# Adobe Glossary: Navigating the AdTech and MarTech Landscape

**SINGAPORE – 1 November 2017** – As brands and agencies grapple with an environment of rapidly changing consumer behavior, technology developments and competition, Adobe has launched a glossary to help marketers navigate the AdTech and MarTech landscape.

Ownership of MarTech has long been associated with the brand side of businesses and attracted significant investment of a marketer's time and budget, while AdTech was more likely to be outsourced to agencies.

Siva Ganeshanandan, Director of Adobe Experience Cloud, Asia Pacific, said this siloed approach is beginning to change with the era of *Experience Business* now upon us.

"Becoming an Experience Business means leveraging a single view of your customers and providing a truly integrated experience across all channels. There is now a wealth of advertising and marketing data available and that means brands have few excuses not to target customers in ways that are relevant and personalized."

Siva said true customer experience across every touch point can only be achieved when AdTech and MarTech inform each other.

"Adobe understands the importance of this and it is why the Adobe Experience Cloud, comprising of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, provides the most comprehensive set of services to bridge the AdTech and MarTech divide and deliver exceptional customer experiences.

"Change is a constant that will underpin marketing and advertising for the foreseeable future and that means it is essential for marketers to stay up to date with the technology ecosystem.

"Adobe's [AdTech and MarTech Glossary](#) is designed to arm marketers with key information on the AdTech and MarTech landscape, along with the potential integration points, so they can deliver the best possible experiences to their customers."

[Download Adobe's AdTech and MarTech Glossary.](#)

## About Adobe Experience Cloud

Adobe Experience Cloud is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on the Adobe Cloud Platform integrating with Adobe Creative Cloud and Document Cloud. Leveraging Adobe Sensei's machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, a robust partner ecosystem delivering an unmatched expertise on experience delivery.

## About Adobe

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com/sea](http://www.adobe.com/sea). Information and news on Adobe Southeast Asia can also be found on the official Facebook page (<http://www.facebook.com/AdobeSEA>).

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