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**FOR IMMEDIATE RELEASE**

# Adobe Named a Leader in Enterprise Marketing Software Suites and Cross-Channel Campaign Management by Independent Research Firm

*Adobe Received Top Scores in Current Offering and Strategy in Both Reports*

**KUALA LUMPUR, Malaysia — Feb. 26, 2018** — Adobe (Nasdaq:ADBE) today announced that the company was recognized as a Leader in “[The Forrester Wave:™ Enterprise Marketing Software Suites, Q1 2018](#)” report by Forrester Research, Inc. Adobe received the highest scores in the current offering and strategy categories. Forrester included seven vendors in the report, evaluating each vendor across 40 criteria. Adobe was also named a Leader in “[The Forrester Wave:™ Cross-Channel Campaign Management, Q1 2018](#)” report. Of the 12 cross-channel campaign management vendors Forrester evaluated, Adobe received the highest scores in the current offering and strategy categories.

In its Enterprise Marketing Software Suites report, Forrester states: “Of the vendors included in this study, Adobe maintains the highest degree of overall strategic focus on marketing and consumer engagement. Adobe is investing heavily in its platform’s core services to unify data, content and shared functionality across products. Adobe stands out for its digital intelligence, content handling, and aggressive rollout of AI features. Reference clients praise Adobe for its application usability and account management.”

Forrester defines enterprise marketing software suites as “an integrated portfolio of marketing technology products that provide analytics, orchestration and execution of insight-driven customer interactions to support inbound and outbound marketing.”

“Memorable experiences that delight consumers and drive loyalty are the holy grail for brands,” said Aseem Chandra, senior vice president, Digital Experience Strategic Marketing at Adobe. “We believe our position as a leader in Forrester’s report underscores that Adobe Experience Cloud is the clear market leader, helping brands deliver exceptional experiences that uniquely integrate content and data.”

“Our airport, parking operations, train service and retail are all separate business units. But customers see Heathrow as one entity. If they interact with one part of the business, they expect the other parts to know who they are and what they need. We can accomplish that with Adobe Experience Cloud,” said Simon Chatfield, head of eBusiness and CRM, Heathrow Airport Limited.

In Forrester’s Cross-Channel Campaign Management report, it states, “Adobe blends its solid data and audience management capabilities with marketer-friendly, content-rich CCCM design and orchestration tools. It is

currently consolidating UX and workflow features across its 'standard' and 'classic' editions, and its Microsoft partnership promises fully multitenant cloud deployment via Azure.”

Adobe Campaign, the company’s cross-channel campaign management offering, helps brands drastically improve and personalize customer experiences across online channels, such as email, social and mobile channels, and offline channels like direct mail and point of sale. More than 150 billion emails were sent with Adobe Campaign in 2017.

“Collecting data doesn’t make you a better company. The hospitality companies that are going to win are the ones that learn how to harness data. Adobe Campaign helps us take customer data, anticipate what guests need, and then personalize their journeys in real time with targeted offers and information,” said Romain Roulleau, senior vice president, E-commerce and Digital Services, AccorHotels.

Source: Forrester Research, “The Forrester Wave™: Enterprise Marketing Software Suites, Q1, 2018” and “The Forrester Wave™: Cross Channel Campaign Management, Q1, 2018”. Mary Pilecki, Joe Stanhope, Rusty Warner, 13 February 2018.

### **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 touch points. 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 touch points.

The world’s most popular brands rely on Adobe Experience Cloud to run their businesses, including Carnival Corporation, Citibank, Caesars Entertainment Corporation, Home Depot, Marriott Hotels, NBCUniversal, Nissan Motor Co., T-Mobile and many others. Adobe Experience Cloud helps clients manage more than 155 trillion data transactions annually, including 41 trillion rich media requests, over 150 billion emails and \$3 billion in ad spend.

### **Helpful Links:**

- Complimentary copy of “The Forrester Wave:™ Enterprise Marketing Software Suites, Q1 2018” [report](#)
- [Blog post](#) from Suresh Vittal about Adobe’s leadership in “The Forrester Wave:™ Enterprise Marketing Software Suites, Q1 2018” report
- Complimentary copy of “The Forrester Wave:™ Cross-Channel Campaign Management, Q1 2018” [report](#)
- [Blog post](#) from Kristin Naragon about Adobe’s leadership in “The Forrester Wave:™ Cross-Channel Campaign Management, Q1 2018” report

### **About Adobe**

Adobe is changing the world through digital experiences. For more information, visit <https://www.adobe.com/>

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