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Adobe Named a Leader Among Data Management Platforms in Asia Pacific by Independent Research Firm

SYDNEY, Australia – 5 August, 2019 – Adobe today announced that Adobe Audience Manager, the company's data management platform (DMP), part of Adobe Experience Cloud, has been recognised as a Leader in "The Forrester Wave™: Data Management Platforms in Asia Pacific, Q3 2019" report by Forrester Research, Inc. In this Forrester Wave™ report for Asia Pacific, Adobe Audience Manager is named as one of only two Leaders, receiving the highest score possible in the product flexibility, product vision, execution road map, market approach, past performance, partner ecosystem, revenue, regional footprint as well as data management and protection criteria.

"Adobe amplifies marketers' data capabilities in a broad ecosystem," stated Forrester in its Data Management Platforms in Asia Pacific report. "In addition to native integrations with Adobe Experience Cloud, Audience Manager has dozens of server-to-server integrations with third-party tools for broader marketing purposes. Audience Manager helps customers in [Asia Pacific] leverage their first-party data and actively facilitate second-party data exchanges."

"Brands in Asia Pacific are increasingly understanding the importance of data-driven marketing. APAC has some of the highest customer expectations in the world, and delivering memorable personalised experiences in the moment has become critical for many brands' success. APAC brands today understand the need for a Customer Experience Management partner," said Steve Hammond, Senior Director, APAC Experience Business, Adobe.

"Adobe Audience Manager has established itself as the most comprehensive solution for managing data from across systems for a real-time view of the customer, while also acting as a hub to create a universal customer intelligence and audience activation platform for enterprises around the globe," said Hammond.

Adobe Audience Manager is an industry leading DMP that helps brands accelerate Customer Experience Management by creating and activating high-value audiences on any device or channel. By consolidating audience information from all available sources, Adobe Audience Manager empowers brands to build unique audience profiles to identify the most valuable segments to leverage across digital marketing channels. Through seamless integrations across Adobe Experience Cloud brands can leverage their entire marketing stack and go beyond limited, media-based integrations.

Adobe Audience Manager has nearly doubled its customer base from 2016 to 2018, and current APAC customers include Nine, MG Motor, Asia Miles, Circles Life and TEG Analytics.

A complimentary copy of "The Forrester Wave: Data Management Platforms in Asia Pacific, Q3 2019" report is available here.

About Adobe Experience Cloud

Adobe is reimagining Customer Experience Management (CXM) with Adobe Experience Cloud, the industry's only end-to-end solution for experience creation, marketing, advertising, analytics and commerce. Adobe Experience Cloud helps brands deliver consistent, continuous and compelling B2C, B2B and B2E experiences across customer touchpoints and channels—all while accelerating business growth. Unlike legacy enterprise platforms with static, siloed customer profiles, Adobe Experience Platform empowers companies to fully understand customers and make data actionable through Adobe Sensei, the company's AI and machine learning technology. Industry analysts have named Adobe a leader in 24 major reports focused on experience—more than any other technology company.

About Adobe

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