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FOR IMMEDIATE RELEASE

Adobe Target Announces Innovations that Deliver Personalization Easier, Smarter and Faster

New recommendations, customization and mobile features advance Customer Experience Management (CXM) across all touch points.

Hong Kong – 3 October 2019 — Adobe (Nasdaq: ADBE) has announced innovations from Adobe Target, the personalization solution of Adobe Experience Cloud, that are designed to help marketers and developers achieve personalization faster and are more accessible across all visitor interactions and touch points.

Coming soon, these powerful personalization features include:

1. **New "Recommended for You" algorithm**
   With Adobe Target's new "Recommended for You" algorithm, recommendations respect users' choices and use their individual behaviour to infer underlying interests and deliver the most relevant suggestions. This new recommendation algorithm is a continuation of Adobe's commitment to a privacy-by-design approach within products and solutions.

   The customizable recommendations algorithm leverages AI and machine learning from Adobe Sensei, and delivers an array of most relevant product, content and offer suggestions in scenarios where there is little direct context. Marketers can implement the algorithm to surface these recommendations in minutes, which respect users' choices without relying on technical developers or manual processes.

2. **Rapid mobile app personalization deployment**
   Adobe is introducing its new mobile app tutorials, sample code, sample applications and enhanced documentation highlighting personalization best practices, step-by-step. This helps simplify mobile app personalization for marketers and developers.

3. **New SDKs for faster, customizable omni-channel deployment of Adobe Target**
   Adobe Target delivers a single solution with both server and client-side deployments within the same account. This provides marketers with flexibility to personalize content, products, design or messaging, for example, using a user-friendly visual editor.

   To continue evolving Adobe's server-side deployment methods for improved ease and speed, Node.js and Java SDKs are being introduced in Adobe Target, enabling easier implementation.

4. **Fast-track personalization expertise with Adobe Experience League**
   Marketers and developers of all skill levels can get ramped up on Adobe Target by taking advantage of resources in a brand-new module, including new videos, articles, tutorials and other resources, in Adobe Experience League, Adobe's personalized learning services for Adobe Experience Cloud.

For more information on Adobe Target, visit here.

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