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FOR IMMEDIATE RELEASE

Adobe (Marketo) Named a Leader in 2019 Gartner Magic Quadrant for CRM Lead Management

Adobe (Marketo) Recognized as a Leader for Eighth Consecutive Year Based on Completeness of Vision and Ability to Execute

SAN JOSE, Calif. — Oct. 14, 2019 — Adobe (Nasdaq:ADBE) today announced that it was named a Leader by Gartner, Inc. in the 2019 “Magic Quadrant for CRM for Lead Management” research [report](#). Adobe (Marketo) was evaluated as a Leader in the report following its acquisition of the Marketo Engagement Platform in October 2018. This is the eighth consecutive year that Marketo has been named a Leader¹. As one of 15 vendors evaluated, Adobe (Marketo) placed in the Leaders quadrant furthest to the right for completeness of vision this year.

“As the customer journey becomes increasingly more complex, whether targeting individuals or buying teams, the power of a seamless and personalized experience becomes critical for any brand’s success,” said Brian Glover, director of product marketing, Marketo Engage, Adobe. “Marketo Engage enables companies to achieve and exceed their lead management goals by becoming leaders in customer experience management (CXM), bringing together marketing and sales to deliver coordinated, engaging moments that drive business impact.”

Gartner defines CRM lead management as “the process of capturing leads, tracking their activities and behavior, qualifying them, giving them constant attention to make them sales-ready, and then passing them on to the sales team.”

[Marketo Engage](#), part of [Adobe Experience Cloud](#), is the solution of choice for B2B marketing professionals seeking to transform customer experiences across every stage of complex buying journeys. Natively supporting both lead and account-based marketing strategies, Marketo Engage brings together marketing and sales in a comprehensive solution to help companies deliver consistent, continuous and compelling experiences across customer touchpoints at scale.

A complimentary copy of the Gartner, Inc. 2019 “Magic Quadrant for CRM Lead Management” research report can be downloaded [here](#).

Source

Gartner, “Magic Quadrant for CRM Lead Management,” Ilona Hansen, Julian Poulter, Noah Elkin, Christy Ferguson, 23 September 2019.

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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 over 20 major reports focused on experience—more than any other technology company.

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About Adobe

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