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# Adobe Named a Leader in ‘Magic Quadrant for Ad Tech’ by Gartner, Inc.

## Adobe Placed Furthest to the Right on Completeness of Vision Axis

**SAN JOSE, Calif. — Oct. 14, 2019** — Adobe (Nasdaq:ADBE) today announced that Adobe Advertising Cloud, the industry’s first end-to-end, independent platform for managing advertising across traditional TV and digital formats, has again been recognized as a Leader in the second “Magic Quadrant for Ad Tech” report by Gartner, Inc. Of the ten global vendors included in the report, Adobe was placed furthest to the right on the completeness of vision axis.

“We’re excited to be placed furthest for completeness of vision in the industry along with our positioning for ability to execute” said Keith Eadie, vice president and general manager, Adobe Advertising Cloud. “We’ll continue to evolve and ensure our vision, and the vision of our clients, is one that can be seamlessly executed across any channel, screen, or format.”

Customers, including brands and agencies, [realize value](#) by helping them deliver advertising as connected experiences, and are taking advantage of recent product advancements and cross-solution innovations with use cases including:

- Using both Advertising Cloud and [Adobe Analytics](#) to see how [advertising spend leads to site behavior](#) to drive revenue and other critical business objectives.
- Using Advertising Cloud with Adobe Analytics and/or [Audience Manager](#) to [target their first-party audience segments on Roku](#) — a unique partnership that no other demand-side platform (DSP) has with the world’s largest connected TV (CTV) platform.
- Optimizing paid search investments across multiple search engines with advanced, [dimensional portfolio bidding strategies](#).
- Capitalizing on powerful, [emerging channels](#) such as self-service audio, digital out of home, and video across any screen or format.

A complimentary copy of the “Magic Quadrant for Ad Tech” report is available [here](#).

#### Source

\*Gartner, Magic Quadrant for Ad Tech, Andrew Frank | Lizzy Foo Kune | Eric Schmitt, 12 September 2019.

#### About Adobe Advertising Cloud

Adobe Advertising Cloud is the industry’s first end-to-end, independent platform for managing advertising across traditional TV and digital formats. By focusing on brand safety, improving transparency and leveraging the full power of Adobe Creative Cloud and Adobe Experience Cloud, our platform enables advertisers to gain greater control of their global advertising spend and achieve their business objectives. The platform already manages roughly \$3 billion in annualized ad spend on behalf of more than 1,000 global clients, including Allstate, Ford, Johnson & Johnson, Kraft, Liberty Mutual, L’Oréal, MGM, Nickelodeon and Southwest Airlines. Learn more about [Adobe Advertising Cloud](#).

#### About Adobe

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com](http://www.adobe.com).

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