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FOR IMMEDIATE RELEASE

Adobe Named a Leader in Cross-Channel Video Advertising Report by Independent Research Firm

Adobe Received a Differentiated Rating, the Highest Score Possible, in Five out of 10 Criteria

SAN JOSE, Calif. — Oct. 15, 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 been recognized as a Leader in "The Forrester New Wave™: Cross-Channel Video Advertising Platforms, Q3 2019" report by Forrester Research, Inc. Adobe Advertising Cloud received a differentiated rating, the highest score possible, in the company vision, product vision and product roadmap criteria, as well as the criteria for buying: traditional linear, and buying: set-top box.

According to Forrester, Adobe Advertising Cloud:

- **Leads with an integrated story across audience, analytics, and activation.** Adobe's clean interface offers a single view of a cross-channel plan, has pushbutton reservation capabilities on some linear inventory and uniquely partners with Roku for two-way deterministic ID matching.
- **Is the best fit for Adobe customers or those looking for a unified tech stack.** Adobe's vision to "build a 360-degree view of the customer and to orchestrate journeys not just across paid media, but the entire experience" will appeal to organizations looking for streamlined completeness.
- **Was one of only two of the 13 evaluated vendors that did not score 'needs improvement' in any of the 10 criteria evaluated.**

"It is only through our customers that we can continuously innovate as the only independent, end-to-end platform for managing advertising across traditional TV and digital formats," said Keith Eadie, vice president and general manager, Adobe Advertising Cloud. "By integrating audience, analytics and activation, our unified tech stack streamlines the campaign lifecycle and delivers measurable advertising success."

[Adobe Advertising Cloud's](#) goal is to empower advertising and marketing customers to provide their audiences with connected experiences across devices. TV is going to get even more exciting over the next few years. The industry is going to continue to innovate on traditional buying as well as experience rapid growth on emerging formats. Savvy buyers will continue to buy linear because of reach and then pinpoint and refine their targets across a wide variety of digital inventory.

A complimentary copy of "The Forrester New Wave™: Cross-Channel Video Advertising Platforms, Q3 2019" report is available [here](#).

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.

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