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FOR IMMEDIATE RELEASE

Adobe Campaign Now Integrated with Adobe Experience Manager

Best-In-Class Cross-Channel Campaign Management and Web Experience Management Unite

SYDNEY — Jan. 15, 2014 — At NRF 103rd Annual Convention & EXPO, Adobe (Nasdaq:ADBE) has announced integration between [Adobe Campaign](#) (formerly Neolane) and [Adobe Experience Manager](#), key elements of the Adobe Marketing Cloud, the industry's most comprehensive set of marketing solutions. This combination of Adobe's leading cross-channel campaign management and web experience management solutions will let marketers work from a single digital asset management repository and integrate data from both anonymous visitors and identified customers to create a personalized customer experience. In addition, Adobe today introduced a series of enhancements that allow customers to better harness the power of Adobe Campaign.

"Marketers need a better way to create, optimize, and deliver content across all online and offline channels," said Suresh Vittal, vice president, marketing strategy, Digital Marketing, Adobe. "The integration between Adobe's leading web content and campaign management solutions enables marketers to deliver unparalleled, personalized experiences in the channels their customers prefer. This milestone is the first of many that will showcase ongoing and deep integration of Adobe Campaign with Adobe Marketing Cloud."

"Companies need cohesive digital customer experiences, but marketing and eCommerce groups often operate in silos with differing objectives, which leads them to buy and operate independent solutions for brand content and transactions. Customers need unified experiences while marketers and eBusiness professionals need the tools to manage these experiences," wrote Peter Sheldon and Stephen Powers, Forrester Research, Inc*.

In addition to integration with Adobe Experience Manager, key new functionality in Adobe Campaign includes:

- Real-time interaction management and scalability – Marketers can now effectively deliver large volumes of campaigns, offers, data, and interactions with an enhanced real-time marketing infrastructure.
- Distributed marketing improvements – New tools, processes, and assets make it easier for marketers to create and customize local campaigns.
- Reporting enhancements in transactional messaging – Transactional messaging, which completes or confirms a previously agreed upon transaction such as order or delivery confirmations, provides marketers an opportunity to increase brand loyalty and drive incremental revenue.
- Additional improvements - German language support and several technical platform performance enhancements.

This announcement builds on the recent unveiling of a new pricing structure for Adobe Campaign, which took an important step toward helping marketers scale and unify their campaigns in a way that is not cost-prohibitive or tied to email CPM, and more importantly, aligns with how they communicate with each customer in a personalized manner.

Availability

The upgraded features to Adobe Campaign are expected to be available in Q1 2014. For more information, turn [here](#).

About Adobe Marketing Cloud

Now there's a place that puts everything digital marketers need in one spot. It's called the Adobe Marketing Cloud. It includes a complete set of analytics, social, advertising, targeting, Web experience management and cross-channel campaign management

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solutions and a social-enabled UI that brings together everything marketers need to know about their campaigns. So marketers can get from data to insights to action, faster and smarter than ever.

About Adobe Systems Incorporated

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

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Forrester Research, "Commerce And Content: The Perfect Couple Or A Tumultuous Affair?" by Peter Sheldon and Stephen Powers, November 19, 2013

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