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FOR IMMEDIATE RELEASE

Adobe Positioned as a Leader in the Magic Quadrant for Multichannel Campaign Management

Adobe Placed Furthest for Completeness of Vision

SAN JOSE, Calif. — May 28, 2014 — Adobe (Nasdaq:ADBE) today announced it has been positioned by Gartner, Inc. as a Leader in the 2014 "Magic Quadrant for Multichannel Campaign Management[1]" research report. Adobe was positioned furthest for completeness of vision in the report.

"Strong customer data management and the ability to execute and deliver sophisticated, personalized programs across all channels – digital and traditional – are critical to success," said Suresh Vittal, vice president of marketing strategy, Digital Marketing, Adobe. "Adobe Campaign, a key element of the Adobe Marketing Cloud, helps marketers build and extend relationships with their customer base. Our positioning as the most visionary company further validates our commitment to delivering the best-in-class campaign management solution for our customers."

The evaluation criteria for completeness of vision includes market understanding, marketing strategy, sales strategy, offering (product) strategy, business model, vertical/industry strategy, innovation and geographic strategy. Criteria for a vendor's ability to execute includes evaluating the product/service, overall viability, sales execution and pricing, market responsiveness and track record, marketing execution, customer experience and operations.

Adobe Campaign provides best-in-class campaign, offer, personalization, and data management capabilities for sophisticated automation and execution of marketing programs across all channels. Since the Neolane acquisition in 2013, Adobe has furthered Adobe Campaign with deep integration with the Adobe Marketing Cloud, a unique new pricing model that allows marketers to scale and unify their campaigns in a way that is not cost-prohibitive or tied to email CPM, and a key integration with Adobe Experience Manager.

According to Gartner, "Leaders consistently do considerably better in overall campaign management performance for basic and advanced campaigns, and for integration with digital marketing. They have high market visibility, high market penetration, strong market momentum and a strategic vision for growing the campaign management business."

Gartner further states, "Multichannel campaign management (MCCM) processes enable companies to define, orchestrate and communicate offers, both inbound and outbound, to customer segments across multichannel environments, such as websites, mobile, social, direct mail, call centers and email. Digital marketing continues to integrate with campaign management, and it includes addressable branding/advertising, contextual marketing and transactional marketing."

A copy of the Gartner, Inc. 2014 "Magic Quadrant for Multichannel Campaign Management" research report is available at gartner.com.

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[1] Gartner "Multichannel Campaign Management Magic Quadrant" by Adam Sarner, Jennifer Beck, Julie Hopkins, May 21, 2014.

Additional Resources

- Adobe Campaign Blog
- Follow @AdobeCampaign on Twitter
- Adobe Campaign Website

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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 and app experience management and cross-channel campaign management solutions as well as core services and mobile capabilities that bring 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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