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# Adobe named a strong performer in Digital Experience Delivery Platforms by independent research firm

## *Adobe Marketing Cloud positioned highest in current offering*

**SYDNEY, Australia. — 25 July 2014** — Adobe (Nasdaq:ADBE) today announced that [Adobe Marketing Cloud](#) has been recognised as a Strong Performer in “[The Forrester Wave™: Digital Experience Delivery Platforms, Q3 2014](#)” report by Forrester Research, Inc. Adobe was among the select companies Forrester invited to participate in the independent report, its first on the topic, which evaluated the 13 most significant software vendors in digital experience delivery platforms across 29 criteria. Adobe was positioned highest in current offering and among the top two vendors in strategy.

“Adobe has leveraged acquisitions from Day Software and Omniture among others to establish a platform with a broad array of functionality,” stated the Forrester report. “Its digital experience delivery capabilities include WCM, DAM, targeting, and social. Adobe embeds these as part of a ‘marketing cloud’ that also includes analytics, media optimisation, and campaign management.”

The report added, “Strategically, Adobe differentiates with its vision of the connective tissue between its tools, and its aim for single customer profile.”

“The ability for brands to deliver personalised digital experiences across channels and devices has never been more important. It’s a point confirmed by virtue of Forrester’s first report on the topic,” said Suresh Vittal, vice president of marketing strategy, Digital Marketing, Adobe. “We believe our strong position and reference as a ‘pioneer’ in the report underscore our commitment to lead and innovate. Our global customers count on Adobe Marketing Cloud to maximise their impact; we’ll continue to push the boundaries to help them succeed.”

Adobe Marketing Cloud includes a comprehensive set of market-leading solutions to support digital experience delivery, such as [Adobe Experience Manager](#) for Web and app experience management; [Adobe Campaign](#) for cross-channel campaign management; [Adobe Analytics](#) for advanced, real-time Web and mobile analytics; [Adobe Target](#) for A/B and multivariate testing, targeting and optimisation; and [Adobe Social](#) for social marketing.

A complimentary copy of “The Forrester Wave™: Digital Experience Delivery Platforms, Q3 2014” report is available [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 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](http://www.adobe.com/au).

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