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FOR IMMEDIATE RELEASE

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

Adobe Placed Furthest for Completeness of Vision; Improves in Ability to Execute

Hong Kong — April 21, 2015 — Adobe today announced it has been positioned by Gartner, Inc. as a Leader in the 2015 "Magic Quadrant for Multichannel Campaign Management" research report. For the second consecutive year, Adobe was positioned furthest in the leader quadrant for completeness of vision and improved greatly in the leader quadrant for ability to execute.

"Customers engage with brands across many online and offline channels today making it challenging for marketers to get a complete picture of the customer journey," said Stephan Dietrich, vice president of Adobe Campaign. "Adobe Campaign, the cross-channel campaign management platform in Adobe Marketing Cloud, helps brands streamline and unify campaigns across all channels and engage customers with highly personalized content at every digital touch point."

Adobe Campaign enables marketers to orchestrate personalized experiences with leading campaign, offer, personalization and data-management capabilities. More than 98 percent of Adobe's global customers power their email with Adobe Campaign including Time-Warner Cable, Sephora, The Cosmopolitan of Las Vegas, Renault, Mohegan Sun and others. Last year alone, Adobe Campaign supported more than 60 billion emails – the workhorse of cross-channel campaigns – shown to return on average US$39 for every US$1 invested[1].

Gartner states, "Visionaries provide a strong vision for the multichannel campaign management market, or excel in advanced or emerging areas, such as multidimensional segmentation, inbound marketing, mobile marketing, loyalty marketing e-commerce and social marketing."

The evaluation criteria for completeness of vision includes market understanding and strategy, sales strategy, offering (product) strategy, business model, vertical, industry 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.

Gartner further states, "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."

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[1] Digital Marketing Association, 2014

Gartner subscribers can access the 2015 "Magic Quadrant for Multichannel Campaign Management" research report on gartner.com.

About Adobe Marketing Cloud
Adobe Marketing Cloud empowers companies to use big data to effectively reach and engage customers and prospects with highly personalized marketing content across devices and digital touch points. Eight tightly integrated solutions offer marketers a complete set of marketing technologies that focus on analytics, Web and app experience management, testing and targeting, advertising, video, audience management, social engagement and campaign orchestration. The tie-in with Adobe Creative Cloud makes it easy to quickly activate creative assets across all marketing channels. Thousands of brands worldwide including two thirds of Fortune 50 companies rely on Adobe Marketing Cloud with over 30.4 trillion transactions a year.

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