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FOR IMMEDIATE RELEASE

Adobe Named a Web Analytics Leader by Independent Research Firm

Adobe Analytics is Positioned Highest in Current Offering, Strategy and Market Presence

Hong Kong — May 15, 2014 — [Adobe](#) (Nasdaq:ADBE) announced the company has been recognised as a leader in Web analytics by Forrester Research, Inc., through The Forrester Wave™: Web Analytics Q2, 2014 (May 2014). Adobe was among a group of select vendors that Forrester invited to participate in the independent report. [Adobe Analytics](#), the data and analytics backbone of [Adobe Marketing Cloud](#), was positioned highest in current offering, strategy and market presence and achieved top scores in 66 out of 75 criteria overall.

“Adobe has set high expectations with its vision of making sophisticated analytics available and valuable to all marketers,” stated Forrester in the report, which earlier also stated, “Adobe has packaged Web analytics into a broader digital analytics offering that is a constituent of a broader digital marketing ecosystem.”

“We believe our strong position in the leader’s section of the Forrester Wave™ validates why the world’s best-known brands and leading marketers rely on Adobe Analytics, the core of Adobe Marketing Cloud, to drive their digital marketing,” said Bill Ingram, vice president, Adobe Analytics. “Our relentless pace of innovation is extending Adobe’s lead in enterprise analytics and empowering our global customers with the tools and capabilities required to take immediate action on their data.”

Adobe Analytics is used by many of the world’s leading digital marketers from companies including Audi, Conde Nast, CSC, Lenovo, Rakuten, Redbox, Skullcandy, Starwood Hotels, and thousands more.

“Adobe is one of Lenovo’s valued business partners – helping Lenovo to gain a 15-fold return on our investment,” said Ashish Braganza, director, business intelligence, [Lenovo](#). “I am impressed with Adobe’s current product strategy, including that for Adobe Analytics. Adobe’s ability to listen to its customers and adjust the roadmap accordingly is extremely valuable and really makes for a great relationship.”

“It is no surprise that Adobe was named a leader in the new Forrester Web Analytics Wave™ Report,” said Ben Meacham, manager, Web analytics and testing, [Skullcandy](#). “Skullcandy has been an Adobe Analytics customer for years, and has seen how Adobe’s innovation directly impacts our business. Adobe is a critical partner in helping us to uncover the right data that enables us to confidently make decisions that will drive our business and make our customer’s journey more enjoyable across our digital marketing channels.”

“At CSC we spent a great deal of time searching for the optimal partner on which to build our digital marketing ecosystem and concluded that Adobe was the ideal choice,” said Christopher Marin, director, digital marketing platform, [CSC](#). “Adobe Analytics is the foundational layer where all our data feeds in, and analytics informs personalisation. What’s exciting about Adobe Analytics is that the solution is constantly being improved with new innovations that promise to redefine what it means to do analysis in this space.”

A complimentary copy of the “The Forrester Wave™: Web Analytics Q2, 2014 Report” is available for download [here](#).

About Adobe Analytics

Adobe Analytics is the award-winning analytics backbone of Adobe Marketing Cloud. It is the industry's best-selling and most advanced enterprise analytics solution used by more than 140,000 marketers and analysts at the world's largest brands to better understand their businesses by leveraging big data. Adobe Analytics measures nearly 7 trillion server calls each year.

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.

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