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FOR IMMEDIATE RELEASE

Adobe Positioned as a Leader in Gartner Magic Quadrant for Digital Marketing Hubs

Adobe Placed Furthest along Completeness of Vision Axis

Hong Kong — Jan 5, 2015 — Adobe (Nasdaq:ADBE) today announced the company has been recognized by Gartner, Inc. as a leader in the 2014 “[Magic Quadrant for Digital Marketing Hubs¹](#)” research report. Adobe was positioned furthest in the magic quadrant along the completeness of vision axis. Adobe was one of 16 vendors evaluated in the report. Criteria for a vendor’s completeness of vision included market understanding, marketing strategy, sales strategy, offering (product) strategy, business model, vertical/industry strategy, innovation and geographic strategy.

“We believe being recognized as a leader positioned furthest for completeness of vision is validation of Adobe’s unique offering in the market,” said Suresh Vittal, vice president of strategy, Digital Marketing, Adobe. “The deep integration of our Marketing Cloud solutions allows brands to connect with customers through highly personalized content across all digital touch points.”

[Adobe Marketing Cloud](#) processes more than 30.5 trillion transactions a year, including 2.5 trillion mobile transactions. More than two-thirds of Fortune 50 companies use Adobe Marketing Cloud today, including 17 of the top 20 Internet retailers, 10 of the top 10 commercial banks, five of the top five media companies and five of the top five auto manufacturers. Customers include Audi, BET Networks, Condé Nast, Dun & Bradstreet, Lenovo, MGM Resorts, Philips, Starwood Hotels, Time Warner Cable, Verizon Wireless and thousands more.

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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 Hong Kong Facebook

Please join Adobe Hong Kong Facebook <https://www.facebook.com/adobehongkong> to interact with the Adobe team and fans, and get the latest Adobe news.

About Adobe Systems Incorporated

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

¹ Gartner, Inc. “Magic Quadrant for Digital Marketing Hubs” by Andrew Frank, Jake Sorofman, Martin Kihn, Dec. 16, 2014

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