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**FOR IMMEDIATE RELEASE**

# Adobe Named a Leader in 2020 Gartner Magic Quadrant for CRM Lead Management

**Adobe Recognized as a Leader Based on Completeness of Vision and Ability to Execute**

**SAN JOSE, Calif. — Aug. 21, 2020** — Adobe (Nasdaq:ADBE) today announced that it was named a Leader by Gartner, Inc. in the 2020 “Magic Quadrant for CRM Lead Management” research [report](#). As one of 15 vendors evaluated, Adobe placed in the highest position for ability to execute and furthest to the right for completeness of vision in the Leaders quadrant. This is the ninth consecutive time that Adobe has been named a Leader in this report.

“As the complex B2B customer journey becomes increasingly more digital, creating a human connection, developing relationships and simplifying the buying process are crucial for brands,” said Brian Glover, director of product marketing for Marketo Engage at Adobe. “Marketo Engage empowers brands with the technology and data needed to deliver consistent, tailored and meaningful interactions that build trust across the customer journey and drive business impact.”

Gartner defines “CRM lead management as the process of capturing leads, tracking their activities and behavior, qualifying them and then passing them on to the sales team.”

[Marketo Engage](#), part of [Adobe Experience Cloud](#), is the application of choice for marketers seeking to engage with audiences at scale, transform customer experiences and drive growth. Integrated with [Adobe Experience Manager](#), [Adobe Audience Manager](#), [Adobe Target](#) and [Adobe Analytics](#), Marketo Engage empowers revenue teams to build trusted relationships with individuals or buying teams to accelerate complex journeys and drive predictable growth.

A complimentary copy of the Gartner, Inc. 2020 “Magic Quadrant for CRM Lead Management” research report can be downloaded [here](#).

Source: Gartner, “Magic Quadrant for CRM Lead Management,” Ilona Hansen, Julian Poulter, Noah Elkin, Christy Ferguson, 17 August 2020. Adobe was previously listed as Marketo since Adobe acquired that company in October 2018.

## **Gartner Disclaimer**

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