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FOR IMMEDIATE RELEASE

Adobe Named a Leader in 2019 Gartner Magic Quadrant for Multichannel Marketing Hubs

Adobe and Marketo, an Adobe Company, Recognized Based on Completeness of Vision and Ability to Execute

SAN JOSE, Calif. — May 1, 2019 — Adobe (Nasdaq:ADBE) today announced that Adobe and Marketo, an Adobe company, have been named Leaders by Gartner, Inc. in the "**Magic Quadrant for Multichannel Marketing Hubs**" (April 2019) [research report](#). For the second consecutive year, Adobe was recognized as a Leader. Evaluation criteria for completeness of vision included market understanding, marketing strategy, sales strategy, offering (product) strategy, business model, vertical/industry strategy, innovation and geographic strategy. The report evaluated 21 vendors, and Adobe and Marketo were positioned in the Leaders quadrant, which we believe highlights leadership across B2C and B2B marketing (see [blog post](#)).

According to the report, "Gartner defines the multichannel marketing hub (MMH) as a technology that orchestrates a company's communications with and offers to customer segments across multiple channels. These include websites, mobile, social, direct mail, call centers, paid media and email. MMH capabilities also may extend to integrating marketing offers/leads with sales for execution in both B2B and B2C environments."

"Delivering compelling, personalized experiences at every moment is the key to successful Customer Experience Management (CXM)," said Aseem Chandra, senior vice president, Strategic Marketing, Adobe Experience Cloud. "With Adobe Campaign and Marketo Engage, Adobe Experience Cloud is the clear choice for B2C and B2B marketers looking to excel in CXM, offering the unrivaled ability to plan, orchestrate and measure personalized customer experiences at scale."

Together, Adobe Campaign and Marketo Engage, part of Adobe Marketing Cloud in Adobe Experience Cloud, empower B2C and B2B marketers to deliver amazing customer experiences across the customer journey. [Adobe Sensei](#) powers Adobe Marketing Cloud with AI and machine learning, so marketers can work smarter and more efficiently. [Adobe Campaign](#), the company's cross-channel campaign management offering, helps B2C marketers personalize customer experiences across online channels, such as email and mobile, and offline channels like direct mail and point of sale. Email and campaign management capabilities in Adobe Campaign built on [Adobe Experience Platform](#), the industry's first open platform for CXM, empower real-time customer engagement. With [Marketo Engage](#), part of Adobe Marketing Cloud, B2B companies can align marketing and sales teams. Marketo Engage helps B2B companies orchestrate personalized experiences, optimize content and measure business impact across channels, from consideration to advocacy.

Source: Gartner, "Magic Quadrant for Multichannel Marketing Hubs," Noah Elkin, Adam Sarner, Benjamin Bloom, Joseph Enever, Colin Reid, 18 April 2019.

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About Adobe Experience Cloud

Adobe is reimagining Customer Experience Management (CXM) with Adobe Experience Cloud, the industry's only end-to-end solution for experience creation, marketing, advertising, analytics and commerce. Adobe Experience Cloud helps brands deliver consistent, continuous and compelling B2C, B2B and B2E experiences across customer touchpoints and channels—all while accelerating business growth. Unlike legacy enterprise platforms with static, siloed customer profiles, Adobe Experience Platform empowers companies to fully understand customers and make data actionable through Adobe Sensei, the company's AI and machine learning technology. Industry analysts have named Adobe a leader in over 20 major reports focused on experience—more than any other technology company.

About Adobe

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

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