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FOR IMMEDIATE RELEASE

Adobe Named a Leader in Enterprise Marketing Software Suites by Independent Research Firm

Adobe Received the Highest Scores or Among the Highest in 12 Criteria

SAN JOSE, Calif. — Oct. 15, 2019 — Adobe (Nasdaq:ADBE) today announced that Adobe Experience Cloud, the industry's only end-to-end solution for experience creation, marketing, advertising, analytics and commerce, has been recognized as a Leader in "The Forrester Wave": Enterprise Marketing Software Suite (EMSS), Q3 2019" report by Forrester Research, Inc. As a leader, Adobe Experience Cloud received or was among the top scores in the Current Offering and Market Presence categories as well as in the criteria of Customer Analytics, Digital Advertising, Content and Asset Management, Artificial Intelligence, User Experience, Consumer Privacy, Localization and Global Access, Product Vision, Planned Enhancements, Partner Ecosystem, and Revenue criteria.

"Adobe wants to make marketers' digital dreams come true [and its] aspirational pursuit of customer experience management continues unabated," stated Forrester in its EMSS report. "Adobe has built on its considerable content, marketing, advertising and analytics capabilities with a reimagined core data architecture called the Adobe Experience Platform and the acquisition of eCommerce leader Magento in June 2019."

"Today's businesses are being forced to evolve in order to meet customer demand for excellent experiences that are contextually-aware, personalized, cohesive and connected across all touch points," said Suresh Vittal, vice president, Adobe Experience Cloud. "Adobe Experience Cloud built on Adobe Experience Platform is the leading Customer Experience Management solution that allows businesses to meet these goals."

Adobe Experience Cloud helps brands deliver consistent, continuous and compelling B2C, B2B and B2E experiences across customer touchpoints and channels, all while empowering brands to build a unified, secure and scalable digital foundation. Adobe recently commissioned Forrester Consulting to conduct a Total Economic Impact study on a set of customers across industries and geographies that have invested in Adobe Experience Cloud. The results show strong business impact, including 25 percent increase in conversion rate, 40 percent average reduction in service center call volume and most importantly, a 242 percent ROI over three years.

A complimentary copy of "The Forrester Wave: Enterprise Marketing Software Suite (EMSS), Q3 2019" report is available here.

Source
Forrester, The Forrester Wave™: Enterprise Marketing Software Suites, Q3 2019, Joe Stanhope

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.

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About Adobe

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

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