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FOR IMMEDIATE RELEASE

Adobe Named a Leader in 2019 Gartner Magic Quadrant for Personalization Engines & Magic Quadrant for Web Content Management

Adobe Recognized Based on Completeness of Vision and Ability to Execute in Both Reports

SAN JOSE, Calif. — Aug. 5, 2019 — Adobe (Nasdaq:ADBE) today announced that it was the only company recognized as a Leader by Gartner in both the July 2019 "**Gartner Magic Quadrant for Web Content Management"** research report and the July 2019 "**Gartner Magic Quadrant for Personalization Engines**" research report. As one of 18 vendors evaluated, Adobe placed in the Leaders quadrant furthest to the right for completeness of vision and highest for ability to execute in the Magic Quadrant for Web Content Management. The company was named a Leader for the ninth consecutive year (see blog post). In only its second year of publishing, Adobe was named a Leader in the Gartner Magic Quadrant for Personalization Engines, which evaluated 14 vendors (see blog post).

"Companies continue to deliver standout customer experiences leveraging Adobe Experience Manager and Adobe Target to lead in Customer Experience Management (CXM)," said Aseem Chandra, senior vice president, Strategic Marketing, Adobe Experience Cloud. "With both solutions working in concert, brands can keep up with customers' constantly growing demands by delivering personalization at scale, while significantly increasing conversions, customer satisfaction and long-term loyalty."

Gartner defines web content management (WCM) as "the process of creating, managing and delivering content over one or more digital channels through the use of specific management solutions based on a core repository." Personalization engines are defined by Gartner as "software that applies context about individual users to select, tailor and deliver messaging such as content, offers and other interactions through digital channels in support of three use cases: marketing, digital commerce and customer experience (CX)."

Adobe's WCM offering, Adobe Experience Manager Sites, and Adobe's personalization engine, Adobe Target, both part of Adobe Marketing Cloud in Adobe Experience Cloud, empower marketers and IT professionals to anticipate and rapidly deliver personalized experiences at massive scale. Unlike other marketing solutions lacking deep contextual data and requiring manual management, Adobe helps companies of all sizes deliver fully connected experiences across any screen, wherever people are—from web, mobile and IoT devices, to point of sale and physical signage.

With Adobe Sensei, the company's AI and machine learning technology, brands can automatically deliver targeted content on an individual level. Experience Manager is integrated with Adobe Creative Cloud to make it easy to quickly activate creative assets across all customer touch points. Enterprise and mid-sized brands using Experience Manager and Adobe Target include AAA Northeast, American Red Cross, Anheuser-Busch, Citrix, Dun & Bradstreet, East Tennessee State University, Foot Locker, Holland America, Home Depot, National Bank of Canada, Orvis and more.

Sources
Gartner, Magic Quadrant for Personalization Engines, Jennifer Polk, Martha Mathers, Jason McNellis, 3 July 2019

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Gartner, Magic Quadrant for Web Content Management, Irina Guseva, Mick MacComascaigh, 30 July 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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