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# Adobe Named a Leader in Omnichannel Demand-Side Platforms by Independent Research Firm

## Adobe Received Top Scores in Product Strategy and Digital Ecosystem Footprint

**SAN JOSE, Calif. — June 2, 2017** — Adobe (Nasdaq:ADBE) today announced that Adobe Advertising Cloud has been recognized as a leader in "The Forrester Wave": Omnichannel Demand-Side Platforms, Q2 2017" report. Adobe received top scores in product strategy, digital ecosystem footprint and achieved the highest scores possible in 13 categories, including data quality, person and cross device graphs, inventory quality, dynamic creative optimization and creative management, and campaign set-up and management. Of the 11 vendors Forrester invited to participate in the report, Adobe was recognized as a leader in an evaluation of 36 criteria, including current offering, product strategy and market presence.

The report states: "Adobe Advertising Cloud lays a foundation for omnichannel media buying. It's the only vendor that has gained access to all paid advertising channels. Adobe's acquisition of TubeMogul gives the vendor access to programmatic TV and video inventory, while the acquisition of Tumri for dynamic creative optimization (DCO) allows marketers to personalize and enhance the consumer ad experience, which is crucial for post-digital marketing. Also, powering omnichannel ad experiences with Sensei in the future holds a lot of promise." A complimentary copy of "The Forrester Wave": Omnichannel Demand-Side Platforms, Q2 2017" report is available for download [here](#), and a blog post can be viewed [here](#).

"Advertisers are facing an increasingly complex and fragmented landscape, with legacy silos for media planning and buying across marketing channels," said Brett Wilson, vice president and general manager, Adobe Advertising Cloud. "Adobe Advertising Cloud centralizes these disparate channels within a single platform that marketers can use to plan, buy, measure and optimize their global advertising spend. We believe our position in the Forrester report reflects not only the breadth of our offering and depth of our integration with Adobe Experience Cloud, but also our independent position as a partner committed to acting solely in advertisers' best interests."

Adobe Advertising Cloud, part of Adobe Experience Cloud, is the industry's first end-to-end platform for managing advertising across traditional TV and digital formats. Combining capabilities from Adobe Media Optimizer and recently acquired TubeMogul, a leader in "The Forrester Wave": Video Advertising Demand-Side Platforms, Q4 2015" report, Adobe Advertising Cloud simplifies the delivery of video, display and search advertising across channels and screens.

"Adobe Advertising Cloud brings branding and performance advertising together under one roof. Their platform centralizes access to multiple channels within a single dashboard, which provides us with a birds-eye view into how our media is scaling and performing," said Michael Kennedy, director, programmatic marketing at Anheuser-Busch. "This holistic approach allows us to seamlessly apply first-, second- and third-party data and manage reach and frequency across channels, driving efficiency and simplifying the buying process."

### About Adobe Advertising Cloud

Adobe Advertising Cloud is the industry's first end-to-end platform for managing advertising across traditional TV and digital formats. The platform already manages roughly \$3.5 billion in annualized ad spend on behalf of more than 1,000 global clients,

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including Allstate, Ford, Johnson & Johnson, Kraft, Liberty Mutual, L'Oréal, MGM, Nickelodeon and Southwest Airlines. Learn more about [Adobe Advertising Cloud](#).

### **About Adobe Experience Cloud**

Adobe Experience Cloud is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on the Adobe Cloud Platform and integrated with Adobe Creative Cloud and Document Cloud. Leveraging Adobe Sensei's machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, and a robust partner ecosystem that offer an unmatched expertise in experience delivery.

### **About Adobe**

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com](http://www.adobe.com).

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