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## Adobe Named a Leader in Real-Time Interaction Management by Independent Research Firm

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### *Adobe Received Top Possible Scores for Vision, Performance and Customers*

SAN JOSE, Calif.--(BUSINESS WIRE)--Adobe Systems Incorporated (Nasdaq:ADBE) today announced that the company was recognized as a Leader in “The Forrester Wave™: Real-Time Interaction Management, Q2 2017” report by Forrester Research, Inc. Forrester evaluated the twelve most significant real-time interaction management (RTIM) providers across 32 criteria, including current offering, strategy and market presence. RTIM providers help brands deliver contextually relevant experiences, value and utility at the appropriate moment in the customer life cycle.

“Adobe differs from RTIM vendors with centralized real-time decision engines, as it integrates functionality from its marketing, analytics and advertising cloud portfolios to enable RTIM on a channel-by-channel basis. Its universal customer ID and identity graph underpin cross-channel consistency for direct marketing and advertising campaigns ... one reference credited Adobe for doing ‘a really nice job of integrating its acquisitions to create a complete solution,’” stated Forrester in its Real-Time Interaction Management report.

“In today’s experience-driven world, it’s imperative that enterprises delight customers to drive advocacy and growth,” said Suresh Vittal, vice president, platform and products, Adobe Experience Cloud. “With Adobe’s long heritage in creativity, we are unrivaled in our ability to fuel brands’ content with data to deliver extraordinary personalized experiences at every interaction.”

According to Forrester, “B2C marketers must align next-best-action capabilities for inbound channels with highly personalized outbound communications to deliver deeper levels of engagement throughout the customer life cycle. RTIM enables this alignment by integrating systems of insight (customer data and analytics) with systems of engagement (automated content and interactions) to deliver contextually relevant marketing.”

Adobe Experience Cloud offers brands a complete set of cutting-edge technologies that focus on analytics, digital experience management and delivery, campaign orchestration, testing and targeting, advertising, audience management, video and social engagement. Integration with Creative Cloud Enterprise makes it easy to quickly activate creative assets across all marketing channels and customer touch points.

Thousands of brands rely on Adobe’s digital experience solutions today, including two-thirds of Fortune 50 companies and 10 of the 10 largest media, financial services, auto, wealth management and telecom companies worldwide. Adobe Experience Cloud supports 100 trillion customer transactions annually – more than any other company in the space – as well as 41 trillion rich media requests and over 120 billion emails a year.

### Helpful Links

- Blog post from Adobe’s Suresh Vittal: [Adobe Named a Leader in Forrester’s latest Real-Time Interaction Management Evaluation](#)
- Blog post from Adobe’s Stephanie Maziol: [Real-Time Interaction Management – Simple Terms For A Tall Order](#)

### 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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