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Adobe Named a Leader in Customer Analytics by Independent Research Firm

Adobe Received the Highest Scores Possible in the Product Vision, Product Roadmap, Performance and Partner Ecosystem criteria

LONDON, UK. — June 12, 2018 — Adobe announced it was recognised as a Leader in "[The Forrester Wave™: Customer Analytics Solutions, Q2 2018](#)" report¹ by Forrester Research, Inc. Adobe received the highest scores possible in the product vision, product roadmap, performance, partner ecosystem, action, customer analytics solution revenue and number of customers criteria. Adobe is one of three leaders in the report, based on evaluations across 39 criteria.

In its report, Forrester states: "Adobe has turned its mantra of 'Make Experience Your Business' inward, by developing a marketer-friendly solution that does not skimp on advanced analytical functionality. Its solution excels at real-time conversion of insights into action, superior usability, and context-rich location and device usage analytics." In reference to customers, Forrester notes "Adobe is one of two vendors in this evaluation to receive a perfect score of 10 from client references on 'likelihood to recommend,' with one commenting, 'they seem to recognise that it isn't just about producing actionable insights in a particular marketing silo, but rather about closing the loop with optimised experiences.'"

"Adobe has pioneered analytics and empowered enterprise companies to turn big data into relevant and memorable experiences wherever the customer engages with the brand," said Aseem Chandra, senior vice president, Strategic Marketing, Adobe Experience Cloud. "With Adobe Analytics Cloud, brands are able to tap into industry-first capabilities and AI driven innovations that turn big data into actionable customer insights and great experiences at massive scale."

[Adobe Analytics](#), the leading solution for real-time data insights and predictive analytics, empowers brands to understand customers as people and guide with customer intelligence. Part of [Adobe Experience Cloud](#), Adobe Analytics gives brands access to a 360-degree view of each customer through deep analysis with artificial intelligence, leveraging [Adobe Sensei](#) for predictive analytics and accurate attribution. Together with [Adobe Audience Manager](#), the leading data and audience management platform, brands can create timeless experiences by understanding their audiences as individuals. Adobe Analytics is leveraged by leading brands including MGM Resorts International, Sprint, Home Depot, the National Football League, among many others.

About Adobe Analytics Cloud

Adobe Analytics Cloud, part of Adobe Experience Cloud, is the core system of intelligence for the modern-day Experience Business. By enabling a rich understanding of offline and digital data through the lens of customer journeys, brands can make informed decisions and build loyal relationships. Adobe Analytics Cloud combines Adobe Analytics, the leading solution for real-time data insights and predictive analytics with Adobe Audience Manager, the leading data and audience management platform. With Adobe Analytics Cloud, anyone has the tools to close the insights-to-action gap, instantly creating value from data. Built on the Adobe Cloud Platform, which provides open APIs, a standard data model, and Adobe Sensei, Adobe's unified AI and machine learning framework, Adobe Analytics Cloud enables modern intelligence teams to operate smarter and faster in capturing, rationalising and understanding vast amounts of disparate data. Nearly two-third of the Fortune 100 turn to Adobe Analytics Cloud to address today's digital challenges, with the number of customers more than doubling between 2014 and 2017.

About Adobe

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

Source: ¹Forrester Research, "The Forrester Wave™: Customer Analytics Solution, Q2 2018". Brandon Purcell

with Srividya Sridharan and Robert Perdoni, 11 June 2018.

Helpful Links

- Complimentary copy of Forrester Research, Inc.'s "[The Forrester Wave™: Customer Analytics Solution, Q2 2018](#)" research report
- [Blog post](#) from Jeff Allen

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