



Adobe Experience Cloud

**Forrester Wave Customer Analytics
Technologies 2022 Source, Final**

Short name: ForresterWaveCustomerAnalyticsTech22

21 June 2022

Offer email and BDR outreach

Subject line:
The customer analytics solution you can trust

Subject line ALT:
A customer analytics tool built for the enterprise

Subject line ALT 2:
Take a step up with a customer analytics Leader

Subject line ALT 3:
Adobe named a Leader in customer analytics

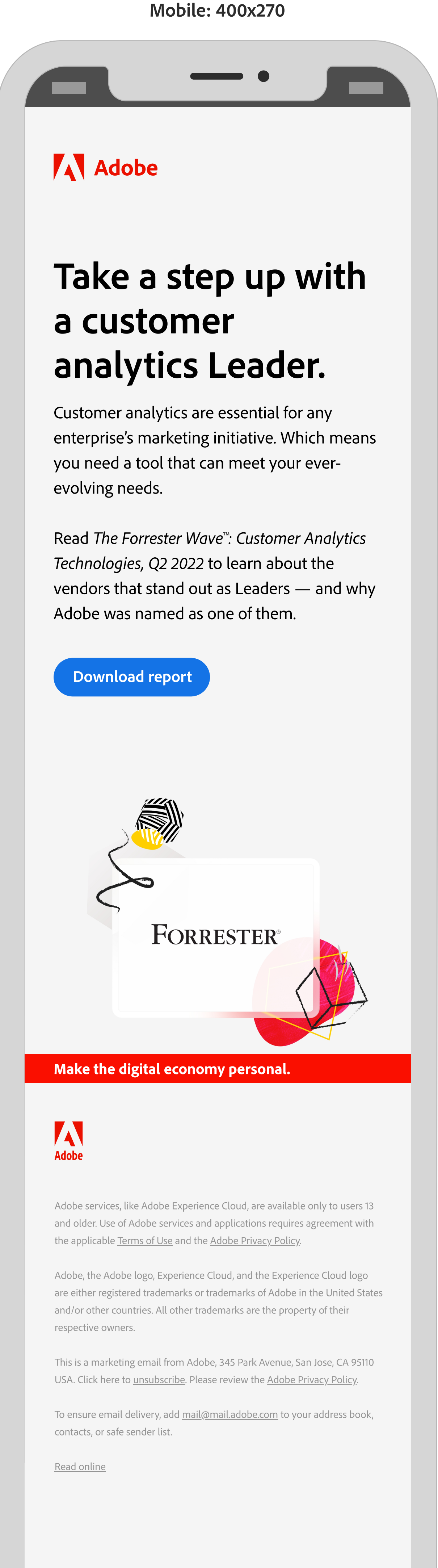
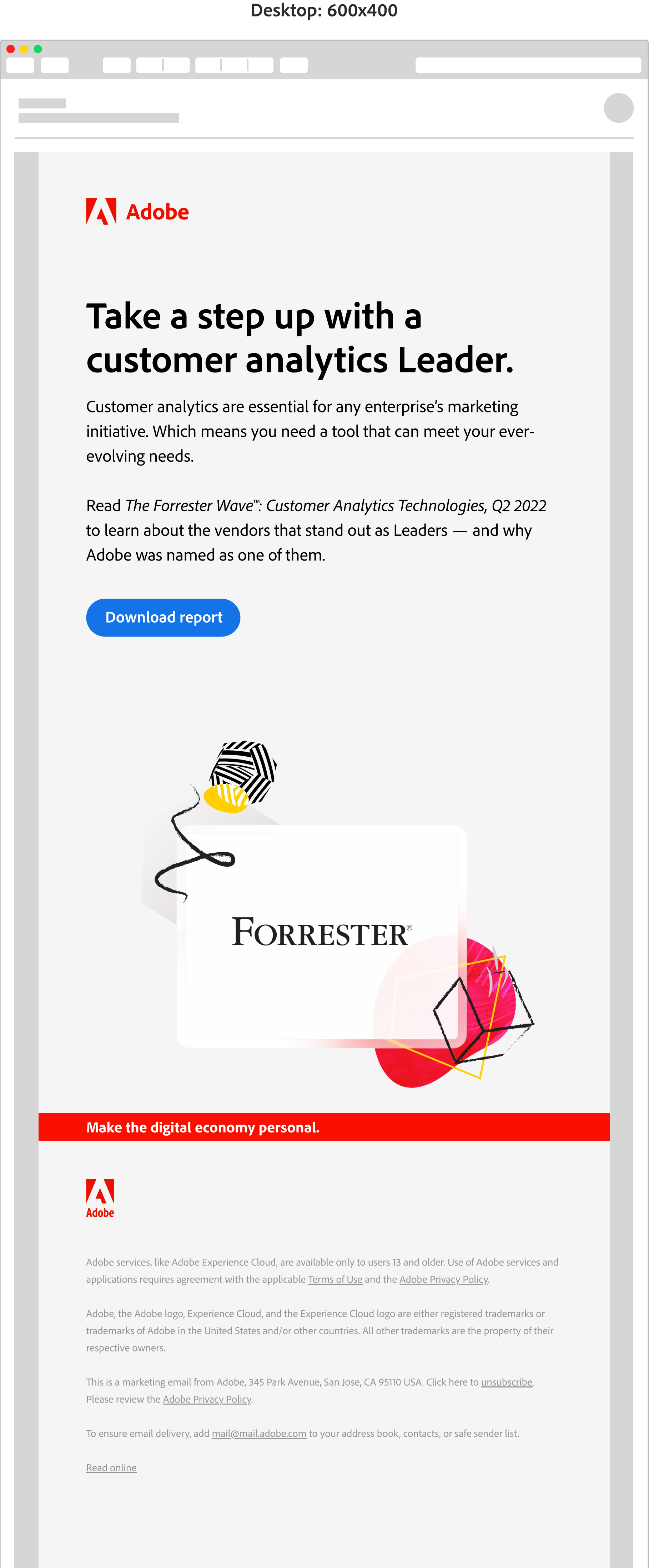
Preview text:
In an evaluation of customer analytics tools, Adobe is named a Leader.

Preview text ALT:
Read “The Forrester Wave™: Customer Analytics Technologies, Q2 2022.”

Preheader:
View now | Read online

Headline ALT:
Customer analytics built for the enterprise.

Headline ALT 2:
Adobe named a Leader in customer analytics.



BDR outreach:

Subject line:
Take charge with a leading customer analytics tool

Body copy:
Hi [Name],

I know it can be tough to keep up with customer expectations. But a good enterprise-level tool to power your customer analytics can be the key.

There's a new report out, *The Forrester Wave™: Customer Analytics Technologies, Q2 2022*, and I think there's a lot in there that would be relevant to you.

I'd love to go over this report with you sometime, including why we believe Adobe was named a Leader. Let me know if I can set up a time to chat.

CTA:
Download report

The Forrester Wave™: Customer Analytics Technologies, Q2 2022

Learn why Adobe was named a leader in "The Forrester Wave™: Customer Analytics Technologies, Q2 2022"

Adobe Experience Cloud

ADOBE CUSTOMER JOURNEY ANALYTICS

Fuel your customer analytics with real-time data.

The digital world is evolving quickly, and Adobe has been named a Leader, ready to deliver amazing results with Adobe Customer Journey Analytics. In *The Forrester Wave™: Customer Analytics Technologies, Q2 2022*, you'll learn what reference customers said set Adobe apart, including:

- Its seamless integration with marketing and operational systems
- A user-friendly interface designed with business in mind
- Robust data visualization tools to improve data sharing and insights discovery

Get the report.

Business email (Step 1 of 2)

[Next](#)

Forrester Wave: Customer Analytics Technologies, Q2 2022

The chart is divided into four quadrants based on 'Stronger current offering' vs 'Weaker current offering' (y-axis) and 'Weaker strategy' vs 'Stronger strategy' (x-axis).

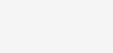
Quadrants:

- Challengers:** Weaker current offering, Weaker strategy.
- Contenders:** Weaker current offering, Stronger strategy.
- Strong Performers:** Stronger current offering, Stronger strategy.
- Leaders:** Stronger current offering, Weaker strategy.

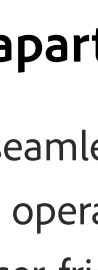
Vendors and their positions:

- Leaders:** Adobe, Salesforce, SAS.
- Strong Performers:** FICO, Oracle, Microsoft, Amplitude, INGDATA.
- Contenders:** Teradata, Alteryx, Ampent.
- Challengers:** None.

Market presence: A scale from 1 to 5 is shown at the bottom.

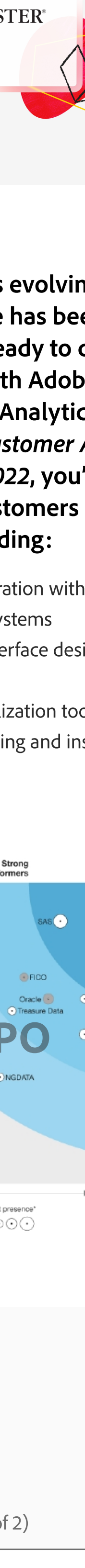


Adobe Experience Cloud



The digital world is evolving quickly, and Adobe has been named a Leader, ready to deliver amazing results with Adobe Customer Journey Analytics. In *The Forrester Wave™: Customer Analytics Technologies, Q2 2022*, you'll learn what reference customers said set Adobe apart, including:

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Challengers **Contenders** **Strong Performers** **Leaders**

Stronger customer offering

Adobe

Salesforce

FICO

Oracle

Measure Data

Microsoft

Tenable

Moximo

Amplitude

NGDATA

Weak strategy

Market presence

Strong strategy

Weak customer offering

Get the report.

Business email (Step 1 of 2)

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Change region

Display and Forrester banners (A)

Standard and Billboard (300x600, 160x600, 640x480, 970x250)

Headline:
A Leader in customer analytics.

Copy:
Read *The Forrester Wave™: Customer Analytics Technologies, Q2 2022*

300x600



640x480



970x250



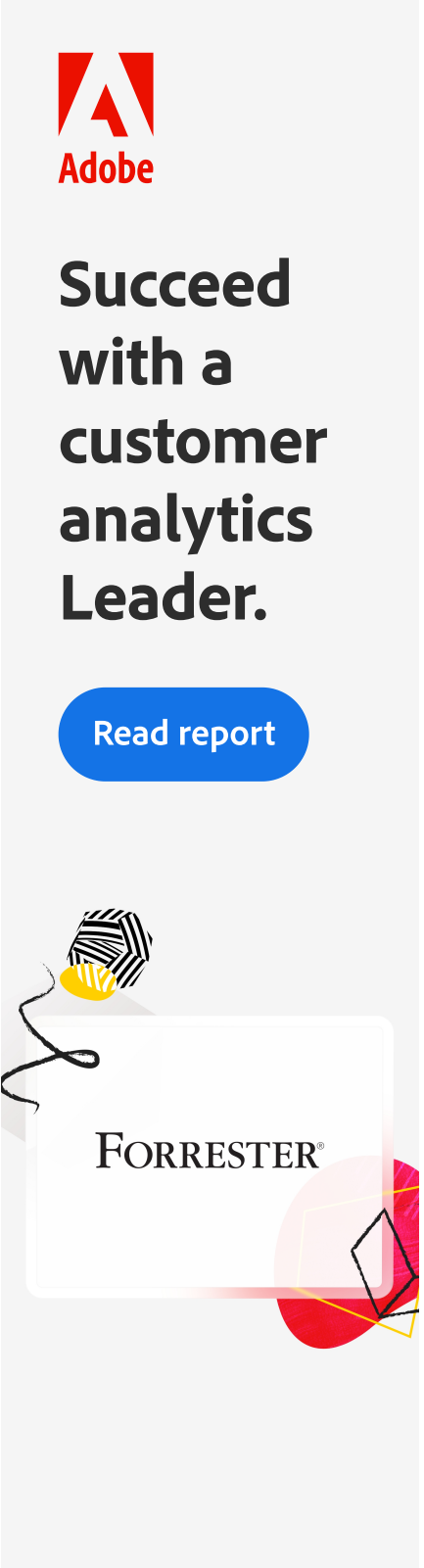
Forrester Banner 1440x460



Small and Mobile (160x600, 728x90, 320x50, 300x250)

Headline:
Succeed with a customer analytics Leader.

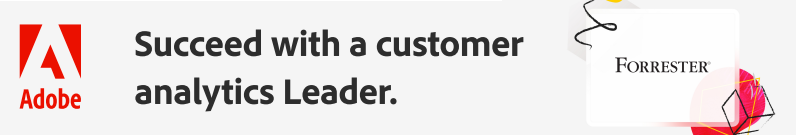
160x600



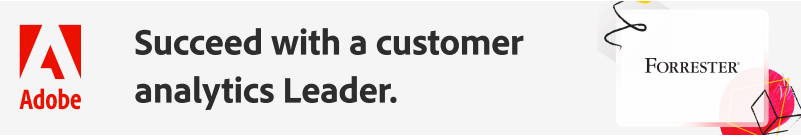
300x250



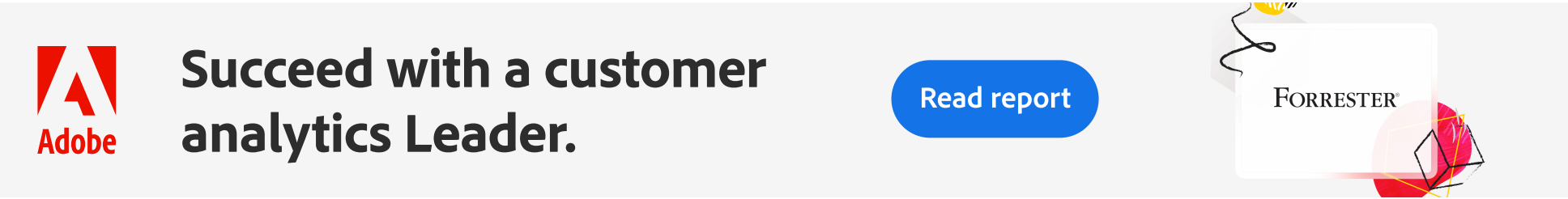
300x50



320x50



728x90



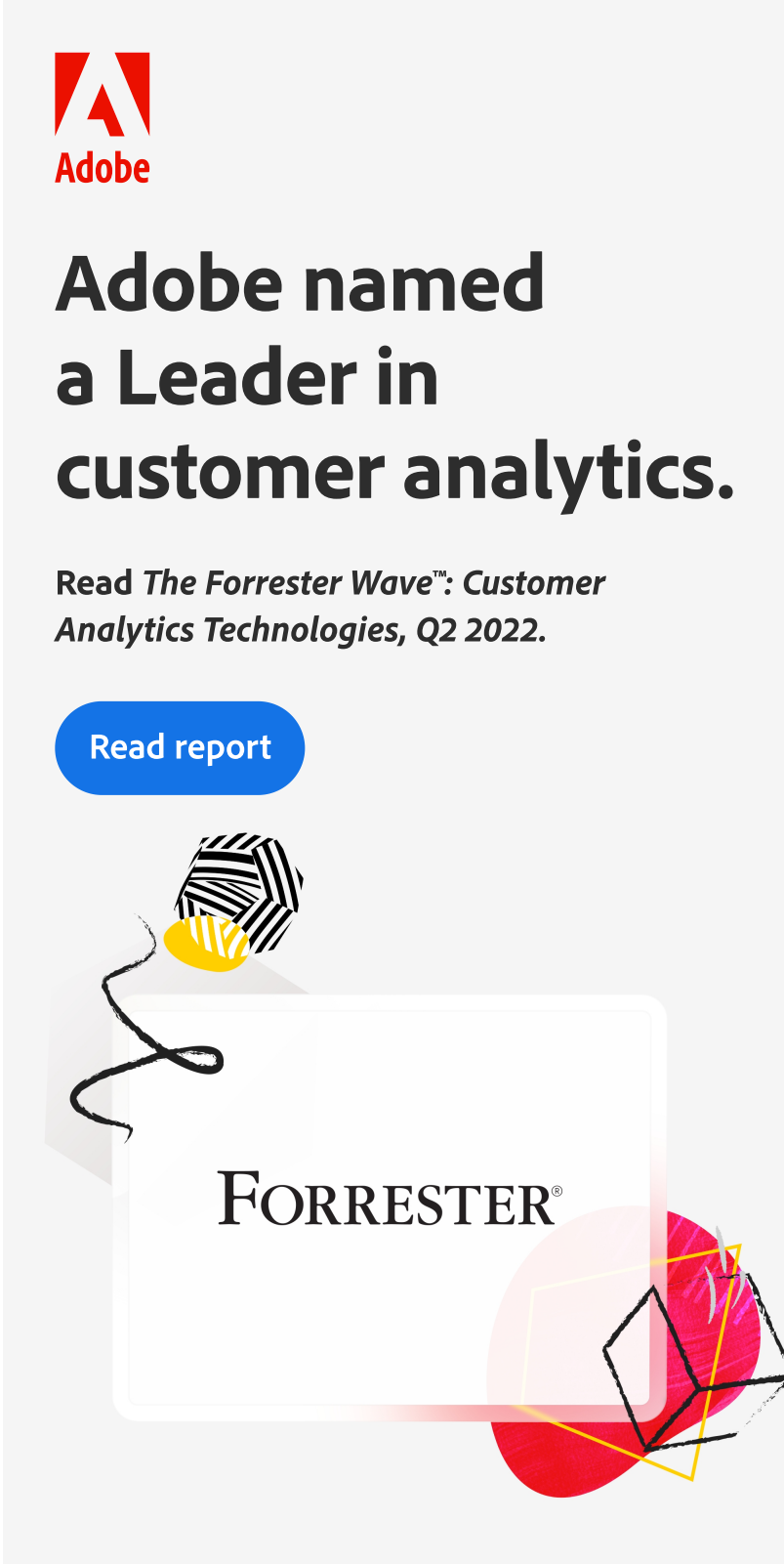
Display and Forrester banners (B)

Standard and Billboard (300x600, 160x600, 640x480, 970x250)

Headline:
Adobe named a Leader in customer analytics.

Copy:
Read *The Forrester Wave™: Customer Analytics Technologies, Q2 2022*.

300x600



640x480



970x250



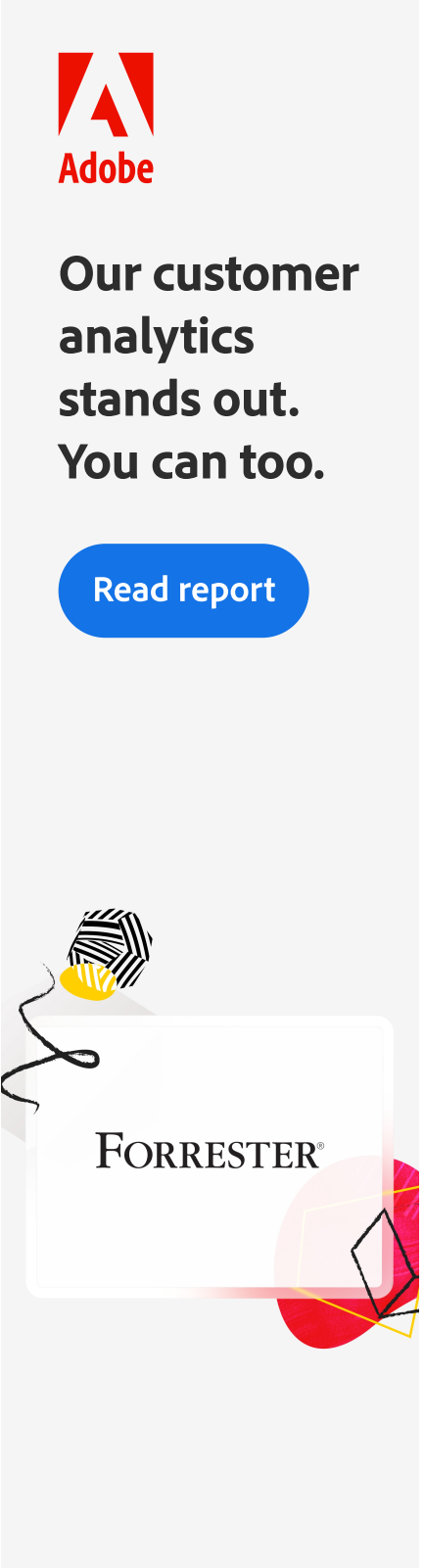
Forrester Banner 1440x460



Small and Mobile (160x600, 728x90, 320x50, 300x250)

Headline:
Our customer analytics stands out. You can too.

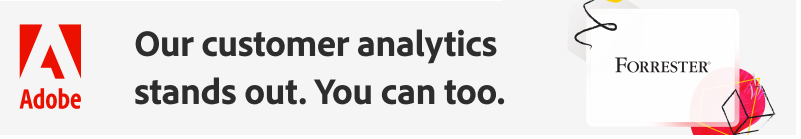
160x600



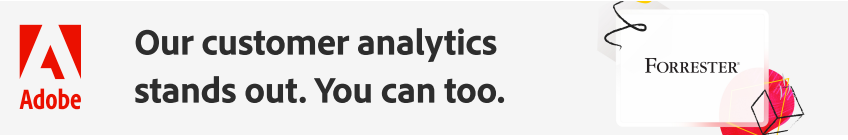
300x250



300x50



320x50



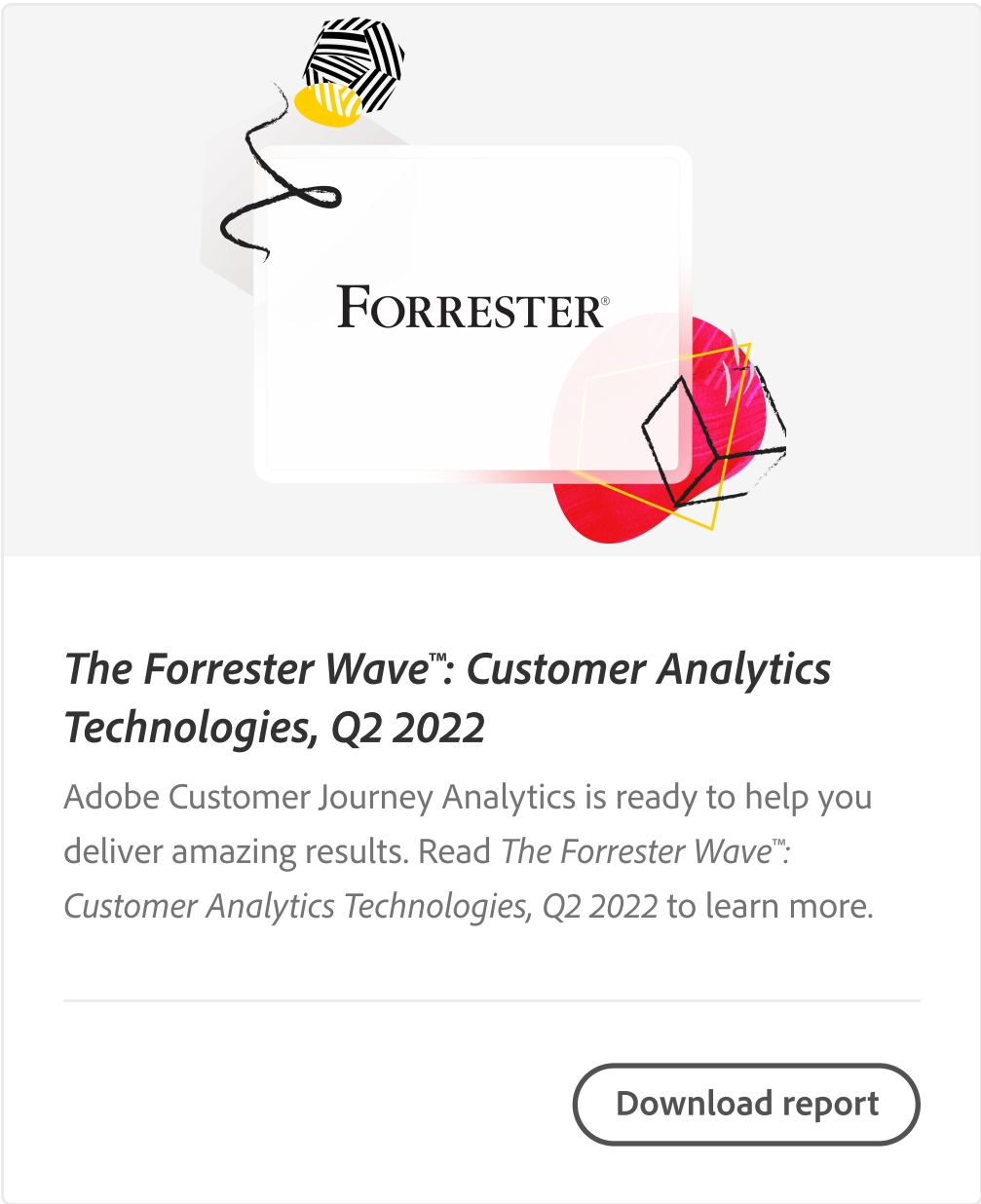
728x90



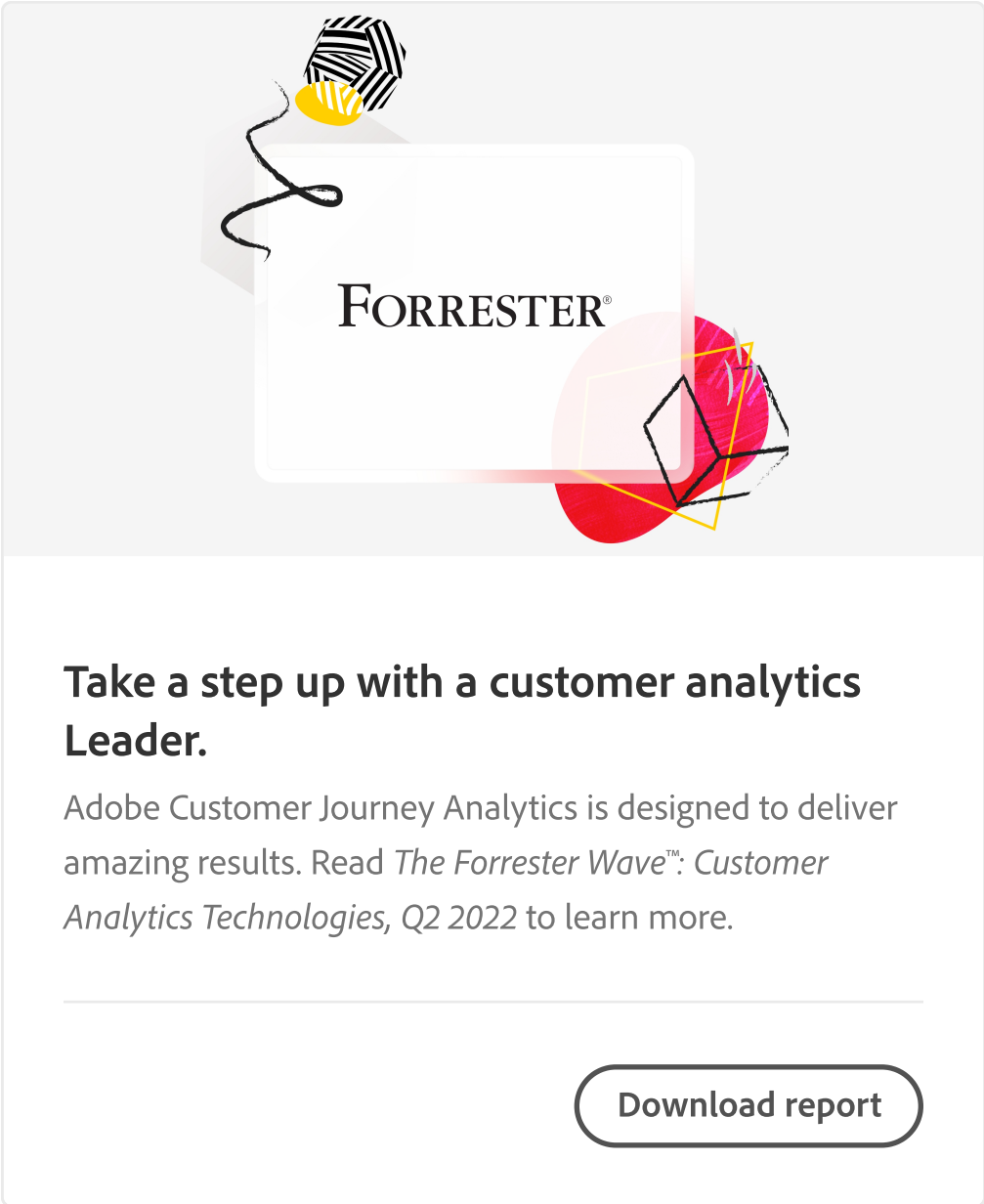
Content card and blog image

Content card headline ALT:
Succeed with a customer analytics Leader.

Content card, 756 x 426



“Recommended for you” Content Card



Blog image, 2000 x 1000



Analytics for the enterprise.



Adobe Experience Cloud

22h · 🌐

Read “The Forrester Wave™: Customer Analytics Technologies, Q2 2022” to learn why we think we’re uniquely positioned to help you succeed.

Succeed with a customer analytics Leader.





Business.adobe.com

Adobe named a Leader.

Analytics for the enterprise.

 244

35 Comments

14 Shares

 Like

 Comment

 Share

Facebook (Option 2)

Primary message, Option 2:

Keep pace as the digital world evolves. Learn why Forrester named Adobe a Leader in customer analytics technologies.

Image copy:

Trust a customer analytics Leader to guide you to success.

Caption:

Business.adobe.com

Headline:

Best-in-class customer analytics.

Description:

Adobe named a Leader.

Facebook post, 1200x628



Adobe Experience Cloud 

22h · 



Keep pace as the digital world evolves. Learn why Forrester named Adobe a Leader in customer analytics technologies.



*Trust a customer
analytics Leader to
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Business.adobe.com

Best-in-class customer analytics.

Adobe named a Leader.

 244

35 Comments 14 Shares

 Like

 Comment

 Share

Instagram (Option 1)

Caption 1:
Read “The Forrester Wave™: Customer Analytics Technologies, Q2 2022” to learn why we believe Adobe is uniquely positioned to help you succeed.
<https://adobe.ly/TBD>

Image copy 1:
The Forrester Wave™: Customer Analytics Technologies, Q2 2022



Instagram (Option 2)

Caption 2:
Keep pace as the digital world evolves. Learn why Forrester named Adobe a Leader in customer analytics technologies.
<https://adobe.ly/TBD>

Image copy 2:
The Forrester Wave™: Customer Analytics Technologies, Q2 2022



Linkedin (Option 1)

Caption 1:
Keep pace as the digital world evolves. Learn why Forrester named Adobe a Leader in customer analytics technologies.
<https://adobe.ly/TBD>

Image copy 1:
The Forrester Wave™: Customer Analytics Technologies, Q2 2022

Headline 1:
In an evaluation of customer analytics tools, Adobe is named a Leader.

Description:
Analyst report

Linkedin post, 1200x628



Adobe Experience Cloud

125,874 followers

22h • 

Keep pace as the digital world evolves. Learn why Forrester named Adobe a Leader in customer analytics technologies. <https://adobe.ly/TBD>





In an evaluation of customer analytics tools, Adobe is named a Leader.

Analyst report

 32

 Like

 Comment

 Share

 Send

Linkedin (Option 2)

Caption 2:
Read “The Forrester Wave™: Customer Analytics Technologies, Q2 2022” to learn why we believe Adobe is uniquely positioned to help you succeed.
<https://adobe.ly/TBD>

Image copy 2:
The Forrester Wave™: Customer Analytics Technologies, Q2 2022

Headline 2:
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Description:
Analyst report

Linkedin post, 1200x628



Adobe Experience Cloud
125,874 followers
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<https://adobe.ly/TBD>





Adobe

In an evaluation of customer analytics tools, Adobe is named a Leader.
Analyst report

 32

 Like

 Comment

 Share

 Send

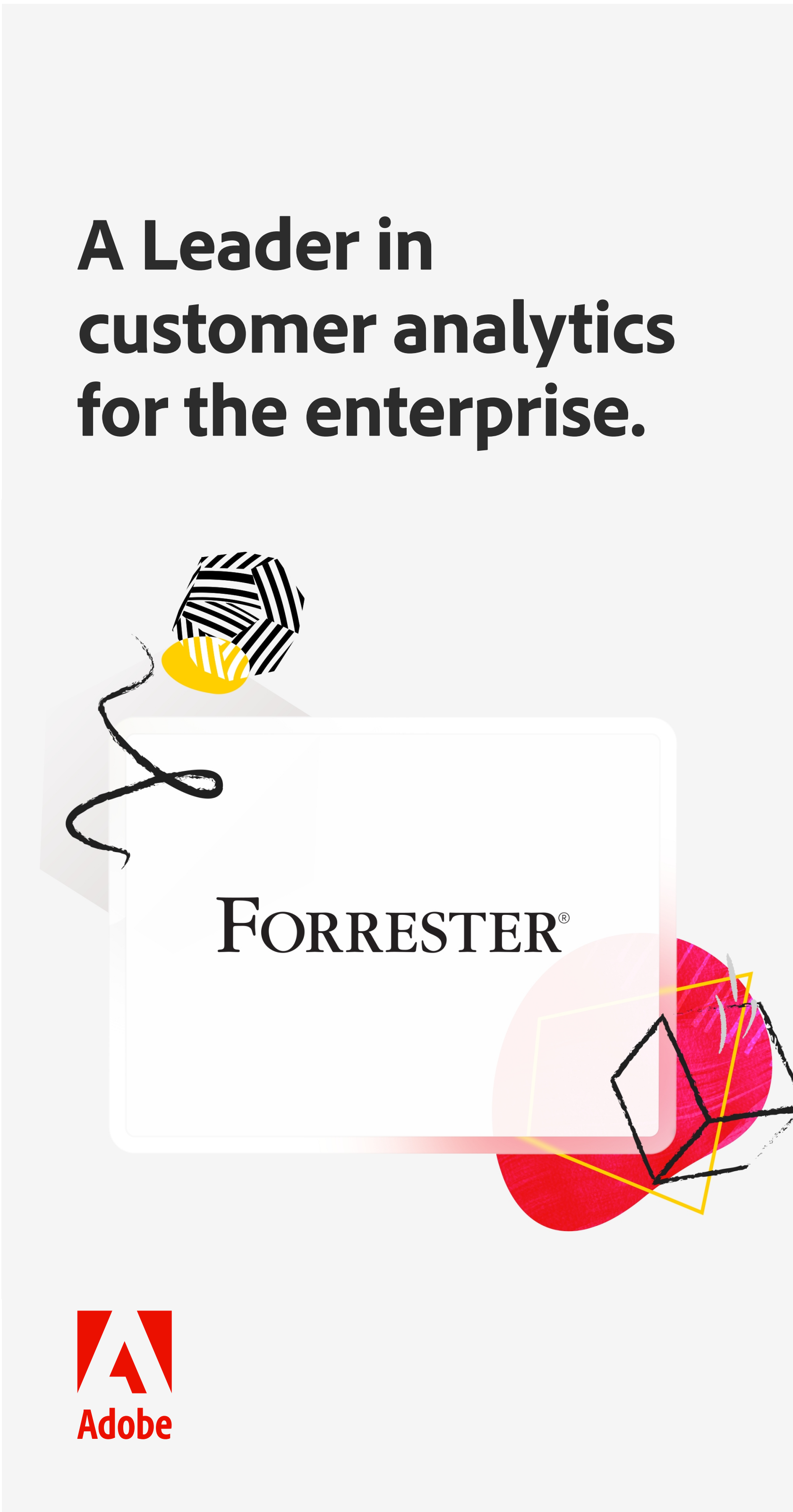
Linkedin (EMEA, Option 1)

Headline 1:
A Leader in customer analytics for the enterprise.

Linkedin EMEA, 1200x1200



Linkedin EMEA, 628x1200



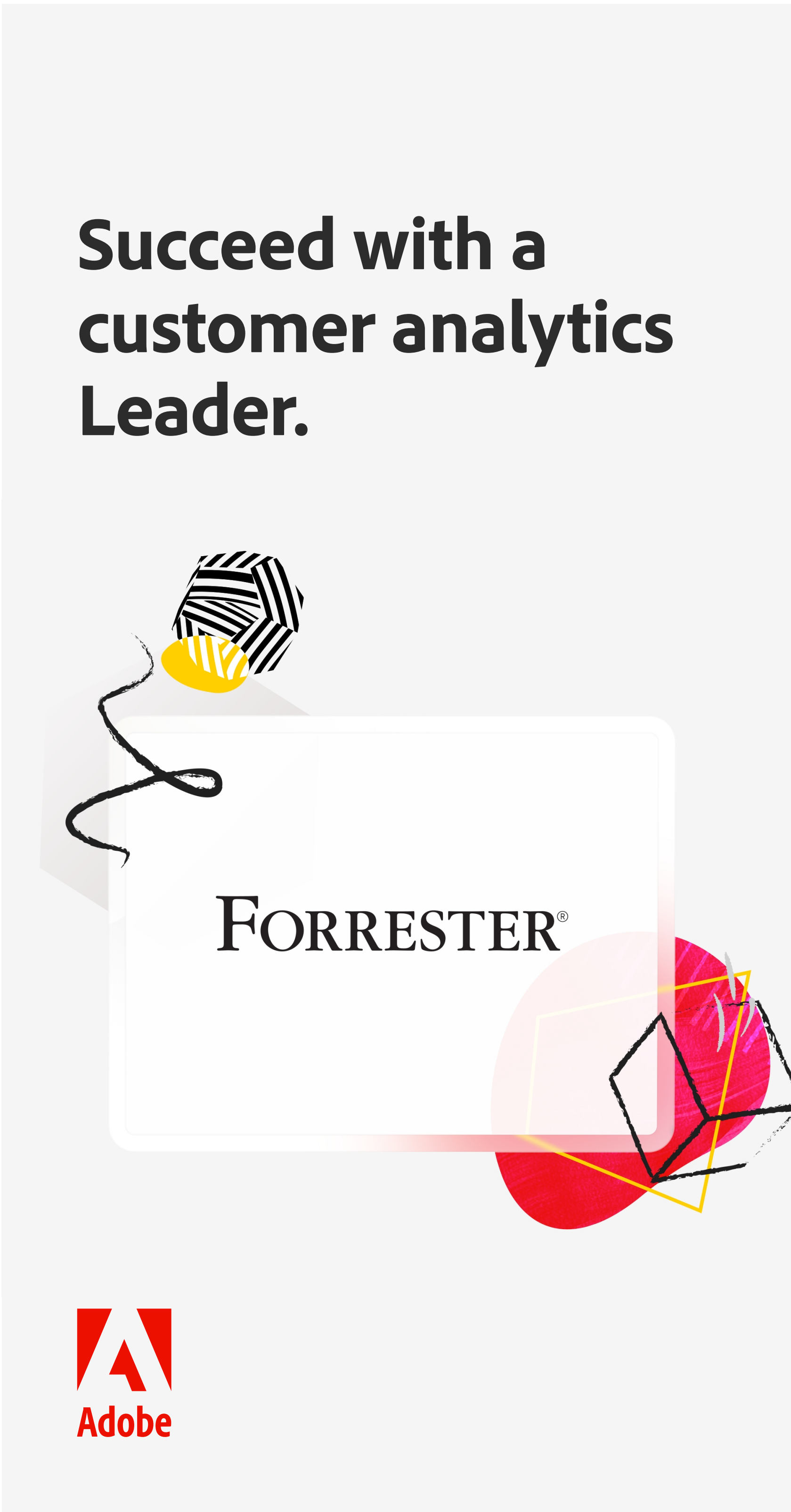
Linkedin (EMEA, Option 2)

Headline 2:
Succeed with a customer analytics Leader.

Linkedin EMEA, 1200x1200



Linkedin EMEA, 628x1200



Twitter (Option 1)

Caption 1:
The digital world is evolving quickly, and Adobe has been named a Leader, ready to deliver amazing results with Adobe Customer Journey Analytics. Read “The Forrester Wave™: Customer Analytics Technologies, Q2 2022” to learn what sets Adobe apart.
<https://adobe.ly/TBD>

Image copy 1:
Adobe named a Leader in customer analytics.

Twitter post, 1024 x 512



Twitter (Option 2)

Caption 2:
Your business deserves a customer analytics tool built just for the enterprise. One that integrates seamlessly with your other tech so you can get moving fast. Read “The Forrester Wave™: Customer Analytics Technologies, Q2 2022” to learn why Adobe stands out.
<https://adobe.ly/TBD>

Image copy 2:
Adobe named a Leader in customer analytics.

Twitter post, 1024 x 512



Generic Lead Form

Headline:
Customer analytics built for the enterprise.

Headline ALT:
Our customer analytics stands out. You can too.

Description:
Adobe Customer Journey Analytics is ready to help you deliver amazing results. Read *The Forrester Wave™: Customer Analytics Technologies, Q2 2022* to learn more.

Description ALT:
Read *The Forrester Wave™: Customer Analytics Technologies, Q2 2022* to learn how Adobe can help you succeed with powerful customer analytics.



Thank you.