3 Predictions for Adobe’s Acquisition of Magento

If you don’t already know that digital experience giant Adobe has acquired ecommerce specialist Magento for $1.68 billion, it might be time to stop enjoying that fresh air and get back on Twitter. There has been plenty said across the industry about how this move closes the customer experience loop for Adobe and makes them… https://www.adweek.com/digital/3-predictions-for-adobes-acquisition-of-magento/