

Target audience	Individuals / Document Creators		Reader users / Document Consumers			Businesses		
Go-to-market approach	Broad-based marketing through Adobe and channel.		Provide free apps and market standalone services through Reader In-Product-Messaging (IPMs) and mobile app stores.			Business-to-business marketing, with product and services sold through resellers and direct sales.		
Sold via	<ul style="list-style-type: none"> Adobe store Shrinkwrap (retail, resellers) Point of Sale Card (POSA) (retail) 	<ul style="list-style-type: none"> Adobe store ESD (Electronic Software Download) (etail, resellers) 	Free: Download desktop app	Adobe store	Adobe store	<ul style="list-style-type: none"> Perpetual volume licensing: CLP/TLP (resellers) 	Subscription-based licensing: VIP (resellers)	<ul style="list-style-type: none"> Adobe direct ETLA
Offering	<ul style="list-style-type: none"> Adobe Acrobat Pro DC (perpetual) Adobe Acrobat Standard DC (perpetual) 	<ul style="list-style-type: none"> Adobe Acrobat Pro DC (subscription) Adobe Acrobat Standard DC (subscription) Adobe Acrobat Pro DC (Creative Cloud single app) 	<ul style="list-style-type: none"> Adobe Acrobat Reader DC (desktop) 	<ul style="list-style-type: none"> Adobe Export PDF Adobe Send & Track Adobe Send for Signature 	<ul style="list-style-type: none"> Adobe PDF Pack 	<ul style="list-style-type: none"> Adobe Acrobat Pro DC (perpetual) Adobe Acrobat Standard DC (perpetual) 	<ul style="list-style-type: none"> Adobe Acrobat Pro DC (subscription) Adobe Acrobat Standard DC (subscription) Adobe Acrobat Pro DC (subscription included with Creative Cloud Complete, Team, Enterprise) 	<ul style="list-style-type: none"> Adobe Document Cloud for enterprise - Premium Adobe Document Cloud for enterprise - Pro Adobe Document Cloud for enterprise - Standard
What's included?	<ul style="list-style-type: none"> Desktop app Free services <ul style="list-style-type: none"> Manage Files Mobile Link Fill & Sign autofill support <p>Sign up is required to access free services</p>	<ul style="list-style-type: none"> Desktop app Free services <ul style="list-style-type: none"> Manage Files Mobile Link Fill & Sign autofill support Included services <ul style="list-style-type: none"> Export PDF Send & Track Send for Signature Create PDF* Combine Files* Edit PDF* (Pro only) Organize Pages* (Pro only) <p>* Not sold standalone – available through subscription only.</p>	<ul style="list-style-type: none"> Desktop app Free services <ul style="list-style-type: none"> Manage Files Mobile Link Fill & Sign autofill support <p>Sign up is required to access free services</p>	<ul style="list-style-type: none"> Web app: <ul style="list-style-type: none"> Export PDF, or Send & Track, or Send for Signature Free services <ul style="list-style-type: none"> Manage Files Mobile Link Fill & Sign Included services <ul style="list-style-type: none"> Manage Files Mobile Link Fill & Sign <p>Sign up is required to access free services</p>	<ul style="list-style-type: none"> Web app: <ul style="list-style-type: none"> PDF Pack Free services <ul style="list-style-type: none"> Manage Files Mobile Link Fill & Sign Included services: <ul style="list-style-type: none"> Export PDF Send & Track Send for Signature Create PDF* Combine Files* <p>* Not sold standalone – available through subscription only.</p>	<ul style="list-style-type: none"> Desktop app Free services <ul style="list-style-type: none"> Manage Files Mobile Link Fill & Sign autofill support <p>Sign up is required to access free services</p>	<ul style="list-style-type: none"> Desktop app Free services <ul style="list-style-type: none"> Manage Files Mobile Link Fill & Sign autofill support Included services <ul style="list-style-type: none"> Export PDF Send & Track Send for Signature Create PDF* Combine Files* Edit PDF* (Pro only) Organize Pages* (Pro only) <p>* Not sold standalone – available through subscription only.</p>	<ul style="list-style-type: none"> Premium <ul style="list-style-type: none"> Premium eSign services (P1) Premium eSign services (P2) Premium Complete (P1) Premium Complete (P2) Pro <ul style="list-style-type: none"> Pro with services Standard <ul style="list-style-type: none"> Standard with services
Companion apps (download separately or work via browser)	<ul style="list-style-type: none"> Mobile apps <ul style="list-style-type: none"> Acrobat DC Fill & Sign DC Web app <ul style="list-style-type: none"> Document Cloud 	<ul style="list-style-type: none"> Mobile apps <ul style="list-style-type: none"> Acrobat DC Fill & Sign DC eSign Manager DC Web app <ul style="list-style-type: none"> Document Cloud 	<ul style="list-style-type: none"> Mobile apps <ul style="list-style-type: none"> Acrobat DC Fill & Sign DC Web app <ul style="list-style-type: none"> Document Cloud 	<ul style="list-style-type: none"> Mobile apps <ul style="list-style-type: none"> Acrobat DC Fill & Sign DC eSign Manager DC Desktop app <ul style="list-style-type: none"> Acrobat Reader DC 	<ul style="list-style-type: none"> Mobile apps <ul style="list-style-type: none"> Acrobat DC Fill & Sign DC eSign Manager DC Desktop app <ul style="list-style-type: none"> Acrobat Reader DC 	<ul style="list-style-type: none"> Mobile apps <ul style="list-style-type: none"> Acrobat DC Fill & Sign DC eSign Manager DC Web app <ul style="list-style-type: none"> Document Cloud 	<ul style="list-style-type: none"> Mobile apps <ul style="list-style-type: none"> Acrobat DC Fill & Sign DC eSign Manager DC Web app <ul style="list-style-type: none"> Document Cloud Document Cloud eSign services 	
About companion apps	<ul style="list-style-type: none"> The Acrobat DC mobile app is free to all. It can be used to view, annotate, print, and access files in the Adobe Document Cloud. When combined with subscription services, users can also access essential PDF tools. The Adobe Fill & Sign DC mobile app is free to all. While Acrobat alone lets you work with fillable PDF forms and draw a signature with your finger, Fill & Sign gives you an easy way to work with photos of paper documents or PDFs that haven't been optimized for form filling. It's downloaded as a separate app, but once installed, it appears to work inside of Acrobat DC. The Adobe eSign Manager DC mobile app (formerly the Adobe EchoSign mobile app) is free to all. It is a companion app for e-sign services (Send for Signature and Document Cloud eSign services), letting people send, sign, track, and manage signed documents on their mobile device. It is not integrated with the Acrobat DC mobile app. The Adobe Document Cloud web app is free to all. Anyone can store and share files online simply by signing up. When combined with subscription services, users can also access PDF services and/or e-sign services per the terms of their licensing agreement. <p><small>Fine print: In general, mobile apps provide "essential tools" only. They don't match desktop functionality and supported apps and features vary by platform. Be careful not to "assume" that a mobile app supports a specific function or mobile platform. For Acrobat DC and Fill & Sign mobile apps, see the detailed comparison matrix. For Adobe eSign Manager, see the mobile comparison.</small></p>							
About PDF services and e-sign services	<p>Adobe Document Cloud services include:</p> <ul style="list-style-type: none"> PDF services: <ul style="list-style-type: none"> Free services: Mobile Link, Manage Files Paid services: Export PDF and Send & Track, as well as services only available with an Acrobat subscription: Create PDF, Combine Files, Edit PDF, and Organize Pages. E-sign services: <ul style="list-style-type: none"> Free services: Fill & Sign Paid services: Send for Signature (marketed to individuals), and Document Cloud eSign services (marketed to enterprises) 							