Adobe Inc / ADBE

Equity | Generated Sep 11, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$252.04	**+3.21 +1.29%**	**-/-**	**$248.83**

Market	**NYSE**
Industry	**Technology**
Market data as of	**Sep 11, 2026 11:30 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Sep 11, 2026 7:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
58.2 / 100	**Balanced**	**high**	**33 / 100**

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$250.00	**$268.00**	**$241.00**	**70 / 100**

Options stance	**neutral**
Tail-risk safety	**56 / 100**
JW Rank data coverage / as of	**100.0% | Sep 11, 2026 7:50 PM EDT**

Key insight

Mixed Sentiment and Technicals for ADBE

Market read

The market appears mixed on Adobe (ADBE) following its Q3 earnings beat. While the company exceeded revenue and EPS estimates, concerns remain around slowing net-new ARR growth and AI monetization strategies. The stock initially dipped after hours but has since recovered, with analysts expressing cautious optimism. Technical indicators are mixed, showing potential for both upside and downside movement.

Strategy context

The current option market pricing reflects uncertainty surrounding Adobe's future growth prospects and AI monetization strategy.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Mixed**
AI analysis updated	**Sep 11, 2026 2:04 PM EDT**

Short-term scenario

Cautious/hold with potential small long on confirmed hold above support (high uncertainty from mixed earnings reaction, growth concerns, and sentiment). Not a high-conviction short-term trade; wait for clearer follow-through or pullback. Identify uncertainty: post-earnings volatility, AI monetization unproven at scale, competition, and possible broader market moves could easily invalidate levels.

Three-month outlook

Modest upside potential toward $270-300 range if Q4/AI adoption shows better monetization inflection and CEO transition is smooth, supported by cheap valuation and buybacks; however, high uncertainty remains around whether AI merely defends vs accelerates growth amid competition and slowing ARR. Could stay range-bound or retest lower $230s if guidance/execution disappoints. Analyst targets cluster ~$250-315 with Hold consensus. Broader tech/software sentiment and macro will be key swing factors. This is not financial advice; outcomes highly uncertain.

Market sentiment

Mixed/cautious with some bullish reversal notes: Posts highlight beat-and-raise plus strong AI/user metrics but disappointment on Q4 guide, slowing net-new ARR, and questions on freemium-to-paid conversion/AI monetization vs competition (Canva, Figma, OpenAI). Some traders call the after-hours dip + today's bounce (reversal candle) bullish/oversold opportunity; others remain selective/skeptical on software growth. High spam/group-invite noise around ticker.

Supporting evidence

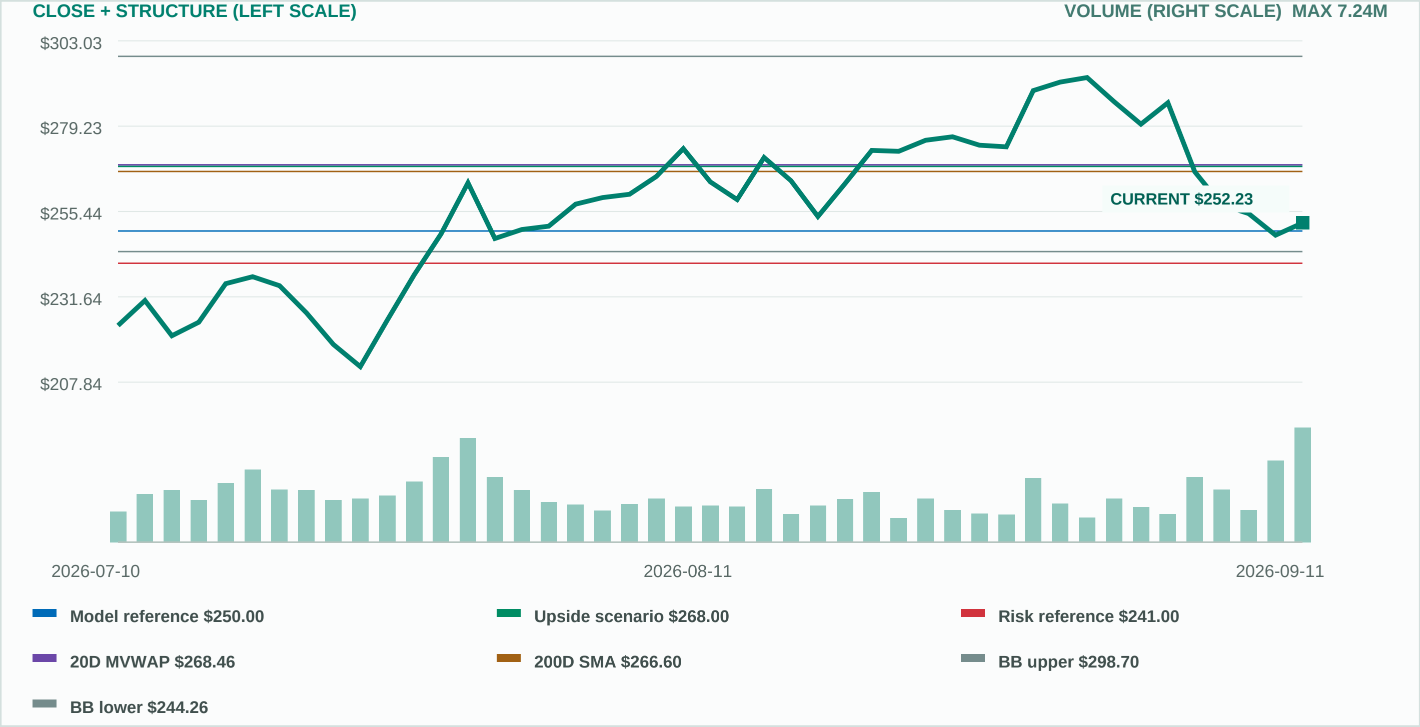
Q3 earnings beat expectations, but Q4 guidance was in-line to slightly light. | Mixed analyst sentiment with a Hold consensus and price targets ranging from $250 to $315. | Technical indicators are mixed, with RSI approaching oversold levels and MACD showing potential for reversal. | Post-earnings volatility remains elevated.

Risk watch

Slowing net-new ARR growth could impact future revenue. | Competition from Canva, Figma, and OpenAI poses a risk to Adobe's dominance.

Enhanced price structure

45 trading days with volume, model levels and current technical reference bands



45 complete trading-session observations

JW Rank factors

Score, source coverage and interpretation for each decision factor

JW RANK FACTOR PROFILE	COVERAGE	0 – 50 – 100
Liquidity	100.0%	90.7
Strategy Fit	100.0%	69.8
Technical Trend	100.0%	34.9
Market Tail Risk	100.0%	56.3
Fundamental Quality	100.0%	82.9
Volatility Pressure	100.0%	52.0

Decision summary

Primary model reads before the detailed indicator appendix

Momentum	Institutional flow	Structure	Volatility
strong_bear	**Below MVWAP**	**Below 200D trend**	**high**

Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	**STRONG BEAR | neutral | MACD decelerating**
Trend signal	**STRONG BEAR**
RSI signal	**neutral**
RSI (7 / 14 / 21)	**31.56 / 42.47 / 46.96**
RSI velocity	**-0.56**
MACD line / signal / histogram	**0.87 / - / 6.07**
MACD acceleration	**-1.89**
Stochastic K / D	**8.40 / 7.73**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Below institutional MVWAP | Distribution bias**
Institutional flow	**-1.47**
20-day MVWAP	**$268.46**
Price vs 20-day MVWAP	**-6.12%**
Daily reference VWAP	**$249.68**
Price vs daily reference	**+0.95%**
Volume	**7.24M**

Structural context

Long-term trend and volatility boundaries

Current read	**Below 200-day trend | Negative macro velocity**
Macro velocity	**-0.62**
20-day / 200-day SMA	**$271.48 / $266.60**
Bollinger range	**$244.26 - $298.70**
Bollinger position	**0.146**

Options and volatility intelligence

Structure, premium conditions and principal risks

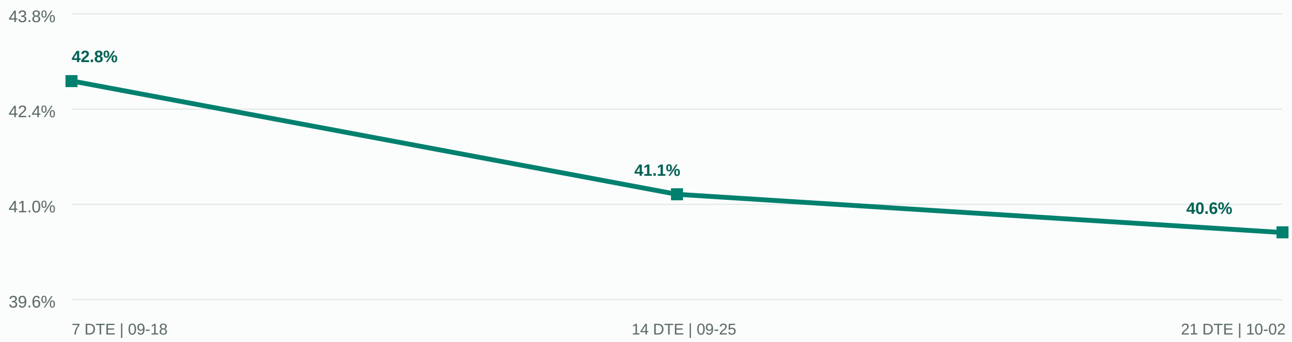
IV rank	IV percentile	VVIX	SKEW
42 / 100	38 / 100	91.89	147.02

Market regime	**Calm**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-2.26 pts**
Skew read	**balanced**
Liquidity / quote coverage	**100.0%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 11, 2026 2:50 PM EDT**
Options data quality	**Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration

ATM IV CURVE



Downward-sloping ATM volatility term structure

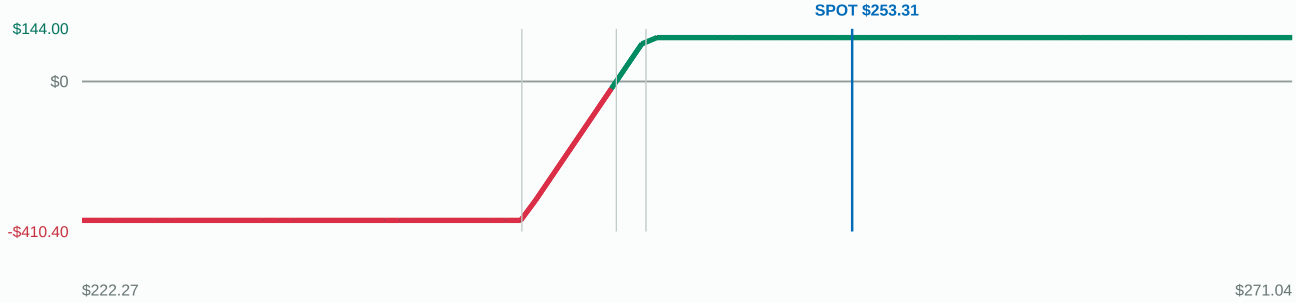
EXPIRATION	DTE	ATM IV	STATE
2026-09-18	7	42.8%	-
2026-09-25	14	41.1%	-
2026-10-02	21	40.6%	-

Reference spread payoff

Illustrative expiry profit/loss per one-lot structure, including quoted net credit

Bull Put Spread reference

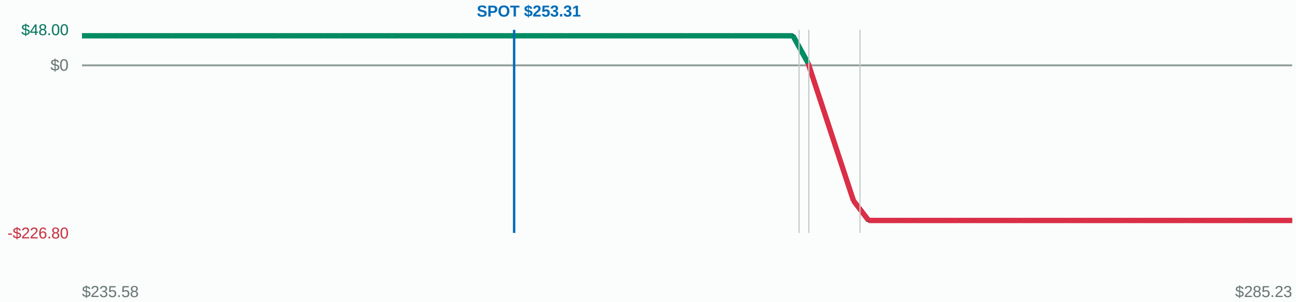
Short $245.00 | Long $240.00 | Width $5.00 | Net credit $1.20



Max profit $120.00 | Max loss -$380.00 | Break-even $243.80 | Per contract at expiry

Bear Call Spread reference

Short $265.00 | Long $267.50 | Width $2.50 | Net credit $0.40



Max profit $40.00 | Max loss -$210.00 | Break-even $265.40 | Per contract at expiry

Event and tail-risk context

Known event windows and broad volatility conditions

Next earnings date	**2026-12-09**
Earnings IV-crush risk	**NOT MEASURED**
VIX	**15.78**
VVIX	**91.89**
SKEW index	**147.02**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**112**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**112**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The market appears mixed on Adobe (ADBE) following its Q3 earnings beat. While the company exceeded revenue and EPS estimates, concerns remain around slowing net-new ARR growth and AI monetization strategies. The stock initially dipped after hours but has since recovered, with analysts expressing cautious optimism. Technical indicators are mixed, showing potential for both upside and downside movement.

Options context

Mixed Sentiment and Technicals for ADBE

Wheel context

The current option market pricing reflects uncertainty surrounding Adobe's future growth prospects and AI monetization strategy.

Observed evidence

Q3 earnings beat expectations, but Q4 guidance was in-line to slightly light. | Mixed analyst sentiment with a Hold consensus and price targets ranging from $250 to $315. | Technical indicators are mixed, with RSI approaching oversold levels and MACD showing potential for reversal. | Post-earnings volatility remains elevated.

Principal risks to monitor

Slowing net-new ARR growth could impact future revenue. | Competition from Canva, Figma, and OpenAI poses a risk to Adobe's dominance.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$98.91B**	P/E (TTM) **14.01**
ROE **62.4%**	Revenue growth **10.5%**
EPS growth **18.3%**	Operating margin **36.1%**
Net profit margin **28.7%**	Gross margin **-**
Free cash flow CAGR **13.2%**	Debt / equity **0.53**
Dividend yield **-**	Beta **1.40**
52-week range **$190.12 - $370.86**	

Company or fund profile

Issuer identity and classification

Name **Adobe Inc**	Market **NYSE**
Industry **Technology**	Country **US**
Currency **USD**	IPO date **1986-08-20**
Shares outstanding **397.50M**	52-week return **-28.0%**
Book value per share **$28.87**	Revenue per share **$62.68**

Website	adobe.com

Latest strategy observation

Most recent shared general market signal available when this report was generated

ADBE Covered Call signal

Sep 11, 2026 12:46 PM EDT

Covered Call | 2026-09-18

At signal $251.65 | Current $252.04

SHORT **Option $265.00 B $1.63 / A $1.80**

Conservative | CR $1.72

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$10.84**
ATR as % of price	**4.3%**
Volatility environment	**high**
Current IV	**38.7%**
IV rank	**39 / 100**
IV percentile	**33 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Sep 11, 2026 7:30 PM EDT**

Technical health and risk radar

Derived indicator health and event context

Overall health	**50 / 100**
Trend health	**25 / 100**
Momentum health	**77 / 100**
Volatility health	**46 / 100**
Structure health	**65 / 100**
Earnings risk / date	**low | 2026-12-09**
Macro risk	**unknown**
Volatility risk	**high**
Structure risk	**medium**

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	**$271.48 / $252.61 / $266.60**
EMA (9 / 21)	**$263.56 / $266.24**
Bollinger upper / middle / lower	**$298.70 / $271.48 / $244.26**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.146**
True high / low	**$255.30 / $241.51**
5-day true high / low	**$285.75 / $241.51**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	-0.617	**-**
SMA50	0.890	**-**
MVWAP20	-1.466	**-**
MACD	-1.892	**-**
RSI	-0.564	**-**
Volume	1306502.330	**-**
ATR	-0.145	**-**
T1	-	**2.32 / 270.89 / 255.00 / 247.19**
T2	-	**4.47 / 272.48 / 259.43 / 254.40**
T3	-	**6.55 / 272.85 / 266.51 / 254.25**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$253.31**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 11, 2026 2:50 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX RISING**
Front expiration / DTE	**2026-09-18 | 7 DTE**
Front at-the-money IV	**42.8%**
25-delta skew	**-1.14**
Put / Call 25-delta	**$245.00 Delta -0.273 / $265.00 Delta 0.245**
Median option bid/ask spread	**15.4%**
Bid/ask spread	**-**
Contracts observed / quoted	**112 / 112**

Price context

Last Price: 253.31 | Bid: 253.20 | Ask: 253.42 | Previous Close: 248.83 | Change: 4.48 | Daily change: 1.80% | Update Time: 2026-09-11T14:50:30.834038-04:00 | Latest History Date: 2026-09-11 | Latest History Price: 253.31

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-17 | Latest Date: 2026-09-11 | Latest Price: 253.31 | Max Drawdown 60d Percent: -15.01%

Fundamental context

Current Iv Percent: 39.91% | Iv Rank: 42.46 | Iv Percentile: 38.25 | Next Earnings Date: 2026-12-09 | Ex Dividend Date: 2005-03-23

Important disclosures

Scope, limitations, risk and permitted interpretation

General market information only

This report is general quantitative research and market commentary. It is not investment, legal, tax or accounting advice; it is not an offer, solicitation, order, recommendation or promise of performance. It does not consider any reader's holdings, objectives, financial circumstances, risk tolerance or suitability.

Model observations - not instructions

JW Rank, strategy fit, model reference, upside scenario and risk reference levels are model observations. They are not entries, price targets, stops, position sizes or instructions to buy, sell, open, close or hold a security or option. A higher score does not imply lower risk or a guaranteed favorable outcome.

Data, AI and model limitations

Prices, volumes, fundamentals, options data, news-derived context and model outputs reflect the timestamps shown and may be delayed, incomplete, revised or inaccurate. AI-generated explanations can omit context or produce errors. Models can fail when volatility, liquidity, correlations or market regimes change.

Performance and scenario limitations

Past, hypothetical, back-tested, simulated and model-derived results are not indicative of future results. Strategy statistics may exclude commissions, fees, taxes, slippage, early assignment, execution constraints and other costs unless expressly stated. Actual outcomes may differ materially.

Options risk

Options are complex and are not suitable for all investors. They may involve total or substantial loss, assignment, early exercise, margin calls, liquidity and spread risk, volatility and Greek exposure, event risk, regime shifts and expiration risk. Multi-leg positions may not execute or close at modeled prices.

Investor responsibility and ODD

Use current market information, assess suitability independently and consult qualified professionals when appropriate. Before trading listed options, read Characteristics and Risks of Standardized Options (ODD) available from the Options Clearing Corporation at theocc.com.

Reference documents

Official product terms and standardized options disclosure

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