



Everest Group PEAK Matrix[®] for Marketing Services Provider 2023

Focus on Cognizant
March 2023



Introduction

Marketing is undergoing a transformative journey as a result of rapid developments in technology, coupled with changing customer preferences. As these technological advances become more accessible to people, interactive Customer Experience (CX) becomes critical for CMOs in developing their enterprise marketing strategy. This, coupled with the impending recession, has further added to the pressure on marketing teams to deliver more with less.

The provider ecosystem is also shifting gears from product-focused traditional marketing services to innovative, data-driven strategies that focus on customer experience. They are further exploring flexible and cost-efficient delivery models to cater to CMOs' demand for low-cost solutions around personalization, loyalty, and interactive experiences. Providers not only continue to invest in intelligent automation tools and solutions that enhance their scale of services and process efficiencies but are also exploring new technologies and platforms for augmented customer experience.

In this research, we present an assessment and detailed profiles of marketing service providers featured on the [Marketing Services PEAK Matrix® Assessment 2023](#). Each service provider deep dive provides a comprehensive picture of its service focus through a snapshot of its key strengths and limitations, as assessed by Everest Group. The assessment is based on Everest Group's annual RFI process, interactions with leading service providers, client reference checks, and ongoing analysis of the marketing services market.

This report includes the profiles of the following 31 marketing service providers featured on the Marketing Services PEAK Matrix®:

- **Leaders:** Accenture, Cognizant, Deloitte Digital, Infosys, Merkle, Publicis Sapient, TCS, and Wunderman Thompson
- **Major Contenders:** Capgemini, Concentrix, Dentsu Creative, Digitas, eClerx, Epsilon, EXL, HCLTech, IBM, Majorel, Media.Monks, Performics, PwC Digital, RRD GO Creative, Tech Mahindra, and Wipro
- **Aspirants:** Dialog Direct, HGS, HH Global, Startek, Stefanini, Webhelp, and WNS

Scope of this report



Geography
Global



Service providers
31 marketing service providers



Services
Marketing services
(refer to page 9 for scope of the research)

Marketing services PEAK Matrix® characteristics

Leaders:

Accenture, Cognizant, Deloitte Digital, Infosys, Merkle, Publicis Sapient, TCS, and Wunderman Thompson

- Leaders have end-to-end capabilities across the marketing services value chain including creative production, media services, content management, CX strategy and design, loyalty services, commerce, and data & analytics. They have also built strong consulting and strategy offerings to augment their services
- They have actively focused on organic and inorganic investments to bridge the portfolio gaps and establish themselves as frontrunners across the marketing services spectrum
- Leaders have built a strong and balanced delivery portfolio, with significant presence in all major geographies and a workforce that is adept in multiple languages
- Leaders have a significant focus on talent development, and they maintain a robust ecosystem of partnerships with leading MarTech/AdTech vendors
- They differentiate themselves through their long-term vision of managing emerging marketing services themes such as AI and automation, innovative delivery models, ESG, metaverse, and web3-based technologies

Major Contenders:

Capgemini, Concentrix, Dentsu Creative, Digitas, eClerx, Epsilon, EXL, HCLTech, IBM, Majorel, Media.Monks, Performics, PwC Digital, RRD GO Creative, Tech Mahindra, and Wipro

- Major Contenders have presence across major parts of the marketing services value chain and actively pursue organic and inorganic investment opportunities to fill in their portfolio gaps
- They are building capabilities to serve different geographies and industry segments while specializing in a few regions and verticals
- They continue to invest in digital tools and platforms and partner with third-party vendors to cater to the demands of a diverse clientele

Aspirants:

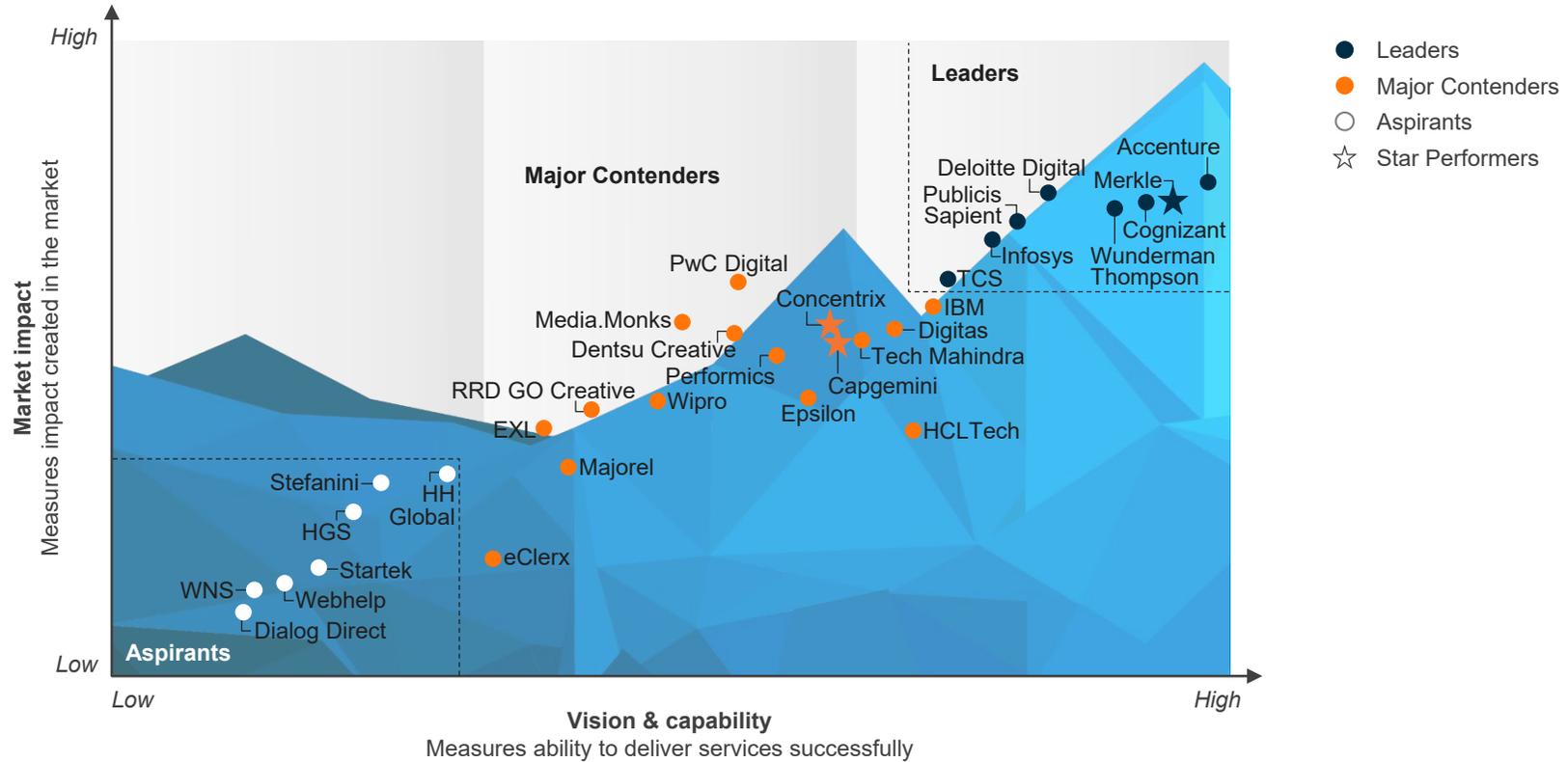
Dialog Direct, HGS, HH Global, Startek, Stefanini, Webhelp, and WNS

- Aspirants with their limited scope of services are focused on particular geographies, industries, or buyers, and have a relatively small scale of operations, and a skewed shoring mix
- They offer innovative service delivery models; however, their capabilities in specialized services such as creative and media are currently limited

Everest Group PEAK Matrix®

Marketing Services PEAK Matrix® Assessment 2023 | Cognizant positioned as Leader

Everest Group Marketing Services PEAK Matrix® Assessment 2023^{1,2}



1 Assessments for Deloitte Digital, Dentsu Creative, Digitas, eClerx, Epsilon, HH Global, Majorel, Media.Monks, Performics, Publicis Sapient, PwC Digital, Startek, Webhelp, WNS, and Wunderman Thompson exclude service provider inputs on this particular study and are based on Everest Group’s estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of service providers’ public disclosures, and interaction with buyers. For these companies, Everest Group’s data for assessment may be less complete

2 Parameters used for assessment have changed since the [Marketing Services PEAK Matrix® Assessment 2022](#)

Source: Everest Group (2023)

Cognizant | marketing services profile (page 1 of 5)

Overview

Company Overview

Cognizant is an American multinational corporation that provides business & technology consulting, systems integration, application development & maintenance, IT infrastructure services, AI, digital engineering, analytics, business intelligence, data warehousing, CRM, supply chain management, engineering & manufacturing solutions, enterprise resource planning, research and development outsourcing, and testing solutions. Cognizant provides marketing experiences at scale to its clients with services spanning customer strategy and insights, creative and design, content management, campaign management, and marketing support. Its investments in AI/ML and automation allow its teams to scale across contexts, channels, and time.

Headquarters: Teaneck, New Jersey

Website: www.cognizant.com

Key leaders

- **Ravi Kumar**, Chief Executive Officer
- **John McVay**, Global Leader, Customer & Employee Experience
- **Vineet Malhotra**, Practice Lead, Marketing & Sales Ops

Suite of services	Depth of services
Customer	
Content	
Campaign	
Marketing support	
Media channels	

Marketing services	2020	2021	2022 (as of August 2022)
Revenue (US\$ million)		Not disclosed	
Number of FTEs		Not disclosed	
Number of clients		Not disclosed	

Recent marketing services-related developments/investments

Low High

Areas	Developments/Investments
Technology	<ul style="list-style-type: none"> • 2022: acquired AustinCSI, a premier digital transformation consultancy specializing in enterprise cloud and data analytics advisory services to improve decision-making and enable better customer experiences and business outcomes • 2021: acquired Servian, an enterprise transformation consultancy specializing in data analytics, AI, digital services, experience design, and cloud to help clients move to the cloud, build digital products and services, and unlock value from data • 2021: acquired Linium, a specialist in the ServiceNow platform and solutions. Linium helps Fortune 100 clients to adopt smart workflows to improve operational efficiency and user experience • 2021: developed Cognizant Neuro – a modular, interoperable automation fabric that simplifies, accelerates, and amplifies intelligent automation • 2021: developed an automation workbench, a suite of solutions that accelerates automation development and simplifies change management. It provides end-to-end components across various functions including marketing services • 2020: acquired Lev, a marketing-focused Salesforce Platinum consultancy, to help marketers implement Marketing Cloud, personalize customer connections and, in turn, generate better leads • 2019: acquired Sentient, an Evolutionary AI company. It evolves Cognizant’s AI and deep machine learning capabilities, allowing it to dynamically personalize experiences, generate insights, and optimize performance
Talent	Not available
Creative and media	<ul style="list-style-type: none"> • 2020: acquired Tin Roof, a digital product development company, to create, design, and build innovative e-digital products that allow companies to improve customer experiences and increase sales
Other	<ul style="list-style-type: none"> • 2021: acquired Magenic, a global product software engineering firm, to expand Cognizant’s agile software and cloud development, DevOps, experience design, and digital marketing advisory services

Cognizant | marketing services profile (page 2 of 5)

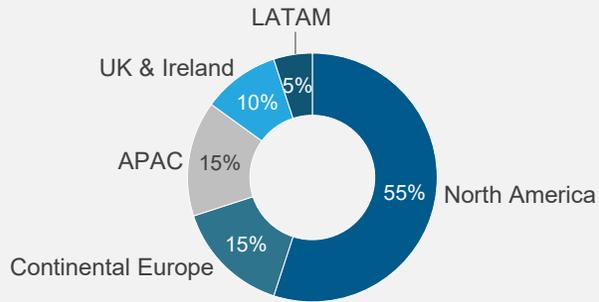
Client portfolio

Key marketing services engagements

Client name	Processes served	Region	Client since
Not disclosed			

Marketing services revenue mix by geography
Revenue in US\$ million

100% = Not disclosed



Marketing services revenue mix by industry
Revenue in US\$ million

100% = Not disclosed

Not disclosed

Marketing services number of clients by buyer size
Number of active clients

100% = Not disclosed

Not disclosed

Marketing services FTE mix by process
Number of FTEs

100% = Not disclosed

Not disclosed

Cognizant | marketing services profile (page 3 of 5)

Key delivery locations



Cognizant | marketing services profile (page 4 of 5)

Proprietary technology solutions/tools

Technology name	Processes served	Year launched	Description
Cognizant Neuro™	All	2021	A modular, interoperable automation fabric that simplifies, accelerates, and amplifies intelligent automation
Content Builder	Not disclosed	Not disclosed	A suite of content automation tools that programmatically build and author multi-channel marketing content across web CMS content, e-mail campaigns, landing pages, and eDetails
Cognizant LEAF™	Not disclosed	2019	A self-learning evolutionary AI algorithm that helps modify experiences on the fly based on contextual demand as well as customer data and preferences
Pixel Perfect	Not disclosed	Not disclosed	A tool that compares actual content output with baseline specifications and reports the differences pixel to pixel
Ads Builder (In-house tool)			A tool that is used to create variations of ads for different channels and sizes seamlessly to achieve ad production at scale and make the ad production time efficient
Sybil	Not disclosed	2020	A cloud-based application that uses Google NLP to perform text analytics, sentiment & syntax analysis, and text categorization. It is useful in generating insights from any type of unstructured data. It also uses Google's Translate API to translate text from multiple languages to English, generate insights from multiple locations, and give a consolidated view of the voice of the customer
4 th Eye	Not disclosed	2018	An image analytics-based visual formats management tool
Airo	Not disclosed	2017	A tool that creates an audience list for campaign optimization
Intelligent pricing simulator	Not disclosed	2015	A simulator that leverages AI to recommend the optimal price and promotion strategy to increase revenue and margin
Crystal Gazer	Not disclosed	2015	A tool enabling predictive operations by leveraging ML models
Decision Support System	Not disclosed	2015	A tool that enables decision-making for campaign managers on media spend optimization
BigDecisions®	Not disclosed	2011	An integrated analytical platform that enables organizations to improve their CX and optimize their business processes by providing them with data-driven insights
Preplanned Packaged Weekender (PPW) recommendation engine	Not disclosed	Not disclosed	An AI-enabled solution to provide PPW recommendations for shipping to stores to increase sales revenue
Personalized product recommendation engine	Not disclosed	Not disclosed	An AI-enabled solution to provide personalized product recommendations to e-commerce customers

Cognizant | marketing services profile (page 5 of 5)

Everest Group assessment – Leader

Market impact				Vision & capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall

Strengths

- Cognizant offers end-to-end marketing services to clients, ranging from high-value consulting and strategy interventions to being an Agency of Record (AoR) that offers creative and media solutions. It also helps clients efficiently run marketing operations at scale through its offshore delivery expertise
- In the last few years, it has made multiple acquisitions to bolster its capabilities such as the acquisition of Tin Roof to design and develop innovative digital products and Lev to expand its consulting capabilities
- Cognizant’s proprietary solutions such as Cognizant Neuro (end-to-end process automation), Cognizant LEAF (AI-based recommendation engine), and Content Builder (content automation tool) are built on strong technology foundations to augment its services. They can be easily tailored according to the client’s requirements, to offer solutions across content development, campaign operations, and tracking marketing performance
- Its clientele also includes some of the world’s largest agency networks to whom it provides white-labeled solutions in areas such as content production and campaign operations
- It has a widespread delivery network for marketing services that includes 60 digital studios spread across 17 countries. It also has strong language capabilities to cater to various locations across North America, Europe, and APAC
- Buyers highlighted cost-efficiencies, content development, and understanding of evolving technology landscape as the major strengths for Cognizant

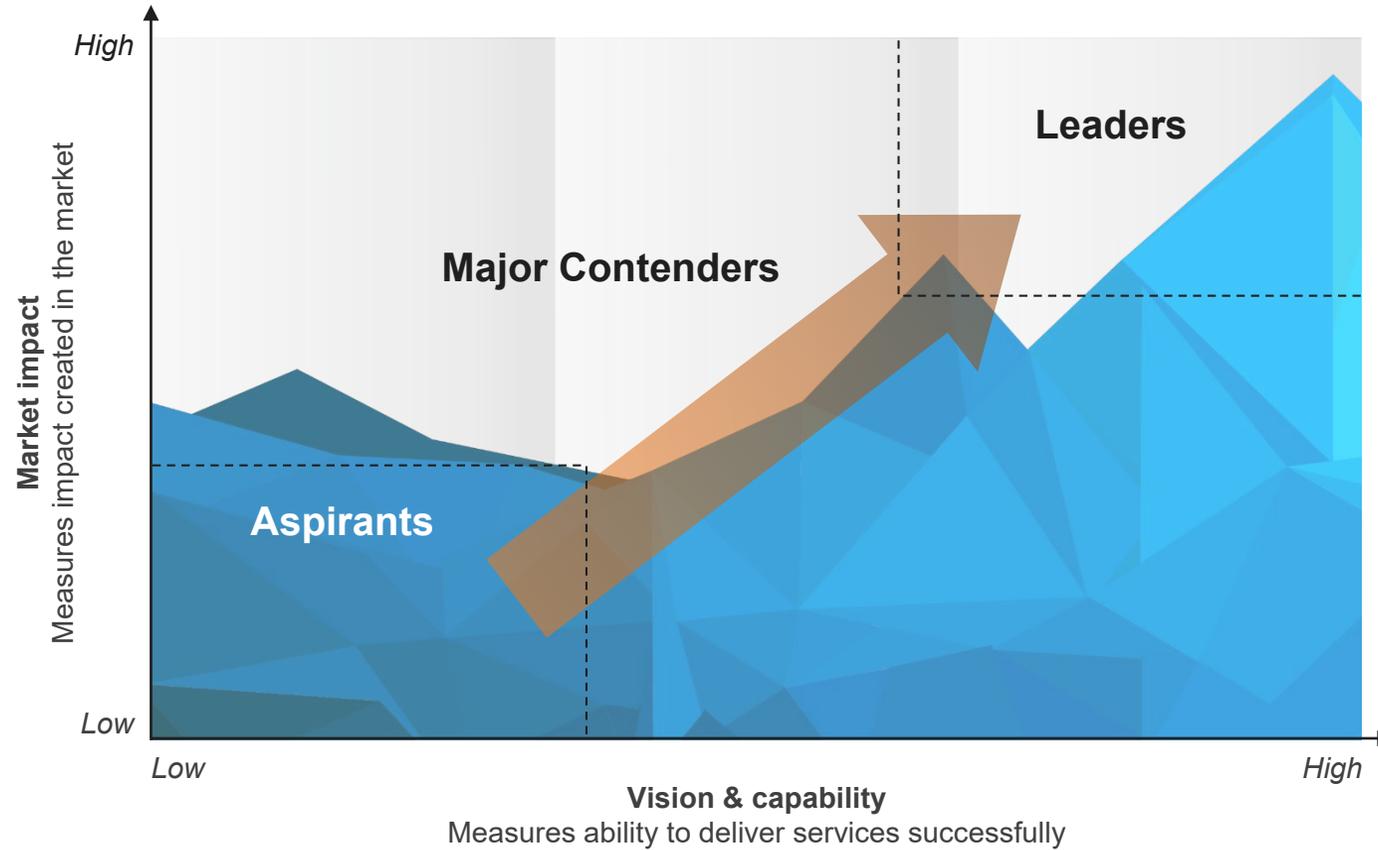
Limitations

- While Cognizant has scaled up its delivery footprint across all major geographies, it still has limited presence across LATAM and MEA regions
- While it has developed multiple stand-alone tools/solutions across content, data & analytics, and platform integration, it lacks an integrated suite of proprietary tech stack spanning the marketing services value chain when compared to the competition
- Referenced buyers expect Cognizant to improve its data & analytics and MarTech/AdTech capabilities to provide a better customer experience

Appendix

Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision & capability

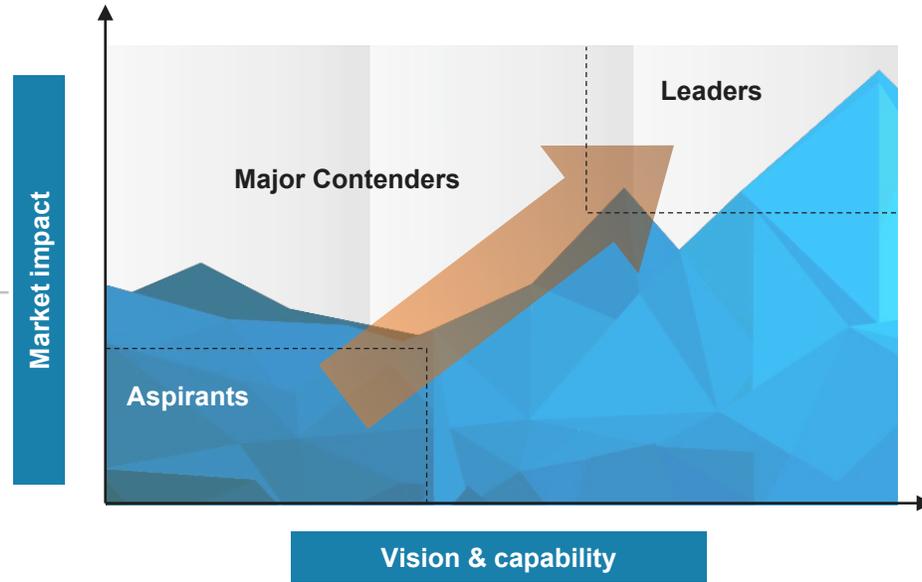
Everest Group PEAK Matrix



Services PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

- Market adoption**
Number of clients, revenue base, YoY growth, and deal value/volume
- Portfolio mix**
Diversity of client/revenue base across geographies and type of engagements
- Value delivered**
Value delivered to the client based on customer feedback and transformational impact



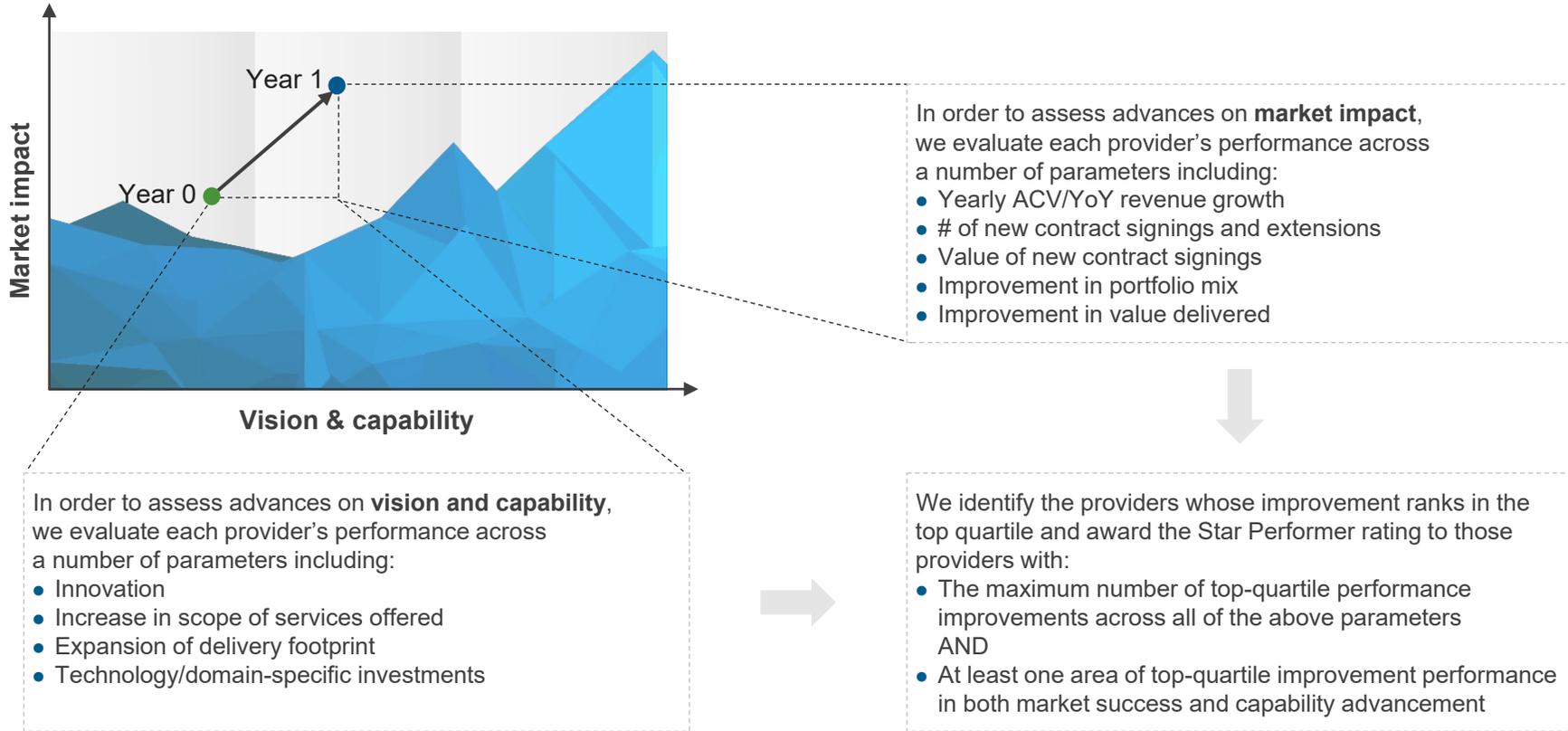
Measures ability to deliver services successfully. This is captured through four subdimensions

- Vision and strategy**
Vision for the client and itself; future roadmap and strategy
- Scope of services offered**
Depth and breadth of services portfolio across service subsegments/processes
- Innovation and investments**
Innovation and investment in the enabling areas, e.g., technology IP, industry/domain knowledge, innovative commercial constructs, alliances, M&A, etc.
- Delivery footprint**
Delivery footprint and global sourcing mix

Everest Group confers the Star Performers title on providers that demonstrate the most improvement over time on the PEAK Matrix®

Methodology

Everest Group selects Star Performers based on the relative YoY improvement on the PEAK Matrix



The Star Performers title relates to YoY performance for a given vendor and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

FAQs

Does the PEAK Matrix® assessment incorporate any subjective criteria?

Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?

No. The PEAK Matrix highlights and positions only the best-in-class providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition.

What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?

- Enterprise participants receive summary of key findings from the PEAK Matrix assessment
- For providers
 - The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
 - In addition, it helps the provider/vendor organization gain brand visibility through being included in our research reports

What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?

- Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:
 - Issue a press release declaring positioning; see our [citation policies](#)
 - Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
 - Use PEAK Matrix badges for branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)
- The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with Everest Group; please contact your CD or [contact us](#)

Does the PEAK Matrix evaluation criteria change over a period of time?

PEAK Matrix assessments are designed to serve enterprises' current and future needs. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality and to serve enterprises' future expectations.



Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at www.everestgrp.com.

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Blog

everestgrp.com/blog

Dallas (Headquarters)

info@everestgrp.com

+1-214-451-3000

Bangalore

india@everestgrp.com

+91-80-61463500

Delhi

india@everestgrp.com

+91-124-496-1000

London

unitedkingdom@everestgrp.com

+44-207-129-1318

Toronto

canada@everestgrp.com

+1-647-557-3475

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