Everest Group®

Everest Group Marketing Services PEAK Matrix® Assessment 2025

Focus on Cognizant

June 2025

PEAK MATRIX®

Introduction

The marketing services landscape is undergoing rapid transformation, with service providers increasingly focusing on technologies that enable data-driven, personalized, and AI-powered customer experiences.

The ecosystem is experiencing growing investments in technologies such as gen AI, agentic AI, and advanced analytics, enabling intelligent decision-making, automation, and hyper-personalization. Service providers are increasingly investing in partnerships and in-house technologies to streamline marketing service offerings by optimizing content creation, customer segmentation, and campaign performance.

Service providers are expanding their scope of services by merging technology and creative capabilities. Simultaneously, service providers continue to consolidate and unify their marketing services offerings under integrated branded offerings, positioning themselves as one-stop shops to meet the needs of customers increasingly prioritizing vendor consolidation.

The assessment is based on Everest Group's annual Request for Information (RFI) process for calendar year 2024, interactions with leading marketing service providers, client reference checks, and ongoing analysis of the marketing services market. Each provider profile provides a comprehensive picture of its service focus, key Intellectual Property (IP) / solutions, and domain investments.

The full report includes the profiles of the following 30 marketing service providers featured on the Marketing Services PEAK Matrix:

- **Leaders:** Accenture Song, Capgemini, Cognizant, Deloitte Digital, IBM, Infosys, Merkle, TCS, and VML

- **Major Contenders:** Concentrix, DEPT, Dentsu Creative, Digitas, eClerx, EXL, HCLTech, .Monks, PwC, Rightpoint (a Genpact company), RRD, Stagwell, Tech Mahindra, TP Infinity, and Wipro

- **Aspirants:** Comviva, Concord, Exelatech, HGS, HH Global, and Randstad Digital (Cella)

Scope of this report

Geography: global

Industry: all

Services: marketing services

Marketing Services PEAK Matrix® characteristics

Leaders

Accenture Song, Capgemini, Cognizant, Deloitte Digital, IBM, Infosys, Merkle, TCS, and VML

- 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 and analytics. They have also built strong advisory and strategy offerings to augment their services

- Leaders have built a strong and balanced delivery portfolio, with a significant presence in all major geographies and a workforce that is adept in multiple languages

- Leaders have developed robust end-to-end MarTech capabilities for customer research, journey mapping, omnichannel customer view, and loyalty management, 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 including gen AI and automation and innovative delivery models

Major Contenders

Concentrix, DEPT, Dentsu Creative, Digitas, eClerx, EXL, HCLTech, .Monks, PwC, Rightpoint (a Genpact company), RRD, Stagwell, Tech Mahindra, TP Infinity, and Wipro

- Major Contenders have selective capabilities in 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 emerging technologies and platforms and partner with third-party vendors to cater to the demands of a diverse clientele

Aspirants

Concord, Comviva, Exelatech, HH Global, HGS, and Randstad Digital (Cella)

- Aspirants, with their limited scope of services, are focused on niche 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 2025 | Cognizant is positioned as a Leader

Everest Group Marketing Services PEAK Matrix® Assessment 2025[1,2]

- ● Leaders
- ● Major Contenders
- ○ Aspirants
- ☆ Star Performers
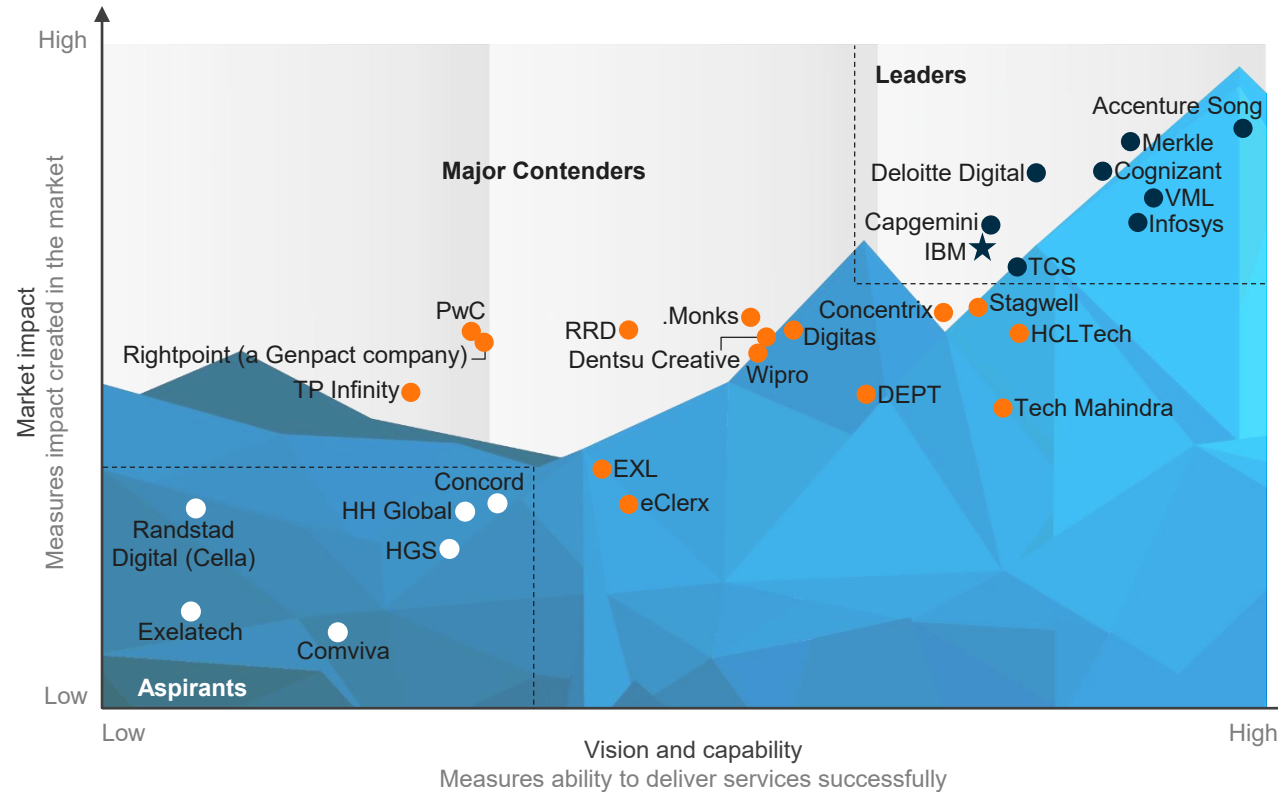
1 Assessments for Deloitte Digital, Dentsu Creative, DEPT, Digitas, HH Global, PwC, Rightpoint (a Genpact company), Stagwell, VML excludes service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interactions with buyers
2 Assessment of Exelatech, Concentrix, and .Monks includes partial inputs from the service provider and is based on Everest Group's estimates that leverage Everest Group's proprietary data assets, service providers public disclosure, and Interaction with buyers
Source: Everest Group (2025)

Cognizant profile (page 1 of 7)
Overview

Company overview

Cognizant is a professional services company specializing in data-driven solutions. It provides expertise in IoT, AI, digital engineering, and cloud technologies. With over 336,800 associates, it delivers tailored services and solutions designed for specific industries and businesses.

Overall marketing revenue (CY2024)

<US$200 million	US$200-500 million	US$500 million-1 billion	>US$1 billion
		US$500 million-1 billion	

Number of active clients for marketing services

<20	20-50	50-100	>100
			>100

Number of active clients for marketing services

Cognizant supports over 650 clients across various areas through ongoing and project-based engagements, with higher penetration and growth among existing clients in marketing services.

By geography   ● N/A (0%) ● Low (1-15%) ● Medium (15-25%) ● High (>25%)

- ● North America
- ● United Kingdom
- ● Rest of Europe
- ● Asia Pacific
- ● Latin America
- ● Middle East and Africa
- ● Australia and New Zealand

By Industry   ● N/A (0%) ● Low (1-10%) ● Medium (10-20%) ● High (>20%)

- ● Automotive
- ● BFSI
- ● E-commerce
- ● Energy and utilities
- ● Healthcare and life sciences
- ● Manufacturing
- ● Electronics, hi-tech, and technology
- ● Telecom, media, and entertainment
- ● Travel, transport, and hospitality
- ● Public sector
- ● Retail, distribution, and CPG
- ● Others

By service segment   ● N/A (0%) ● Low (1-10%) ● Medium (10-20%) ● High (>20%)

- ● Customer
- ● Content
- ● Campaign
- ● Marketing support
- ● Media

By buyer size   ● N/A (0%) ● Low (1-10%) ● Medium (10-20%) ● High (>20%)

- ● Small (annual client revenue <US$5 billion)
- ● Midsize (annual client revenue US$5-15 billion)
- ● Large (annual client revenue >US$15 billion)

Cognizant profile (page 2 of 7)

Developments/Investments

[ILLUSTRATIVE]   [NOT EXHAUSTIVE]

Recent developments/investments (representative list)

Nature of investment	Year	Details
Technology	2024	Developed Cognizant Campaign+, a generative AI-based accelerator for managing the end-to-end content and marketing life cycle including insights and strategy, campaign development, content creation, and performance analytics
Partnership	2024	It invested in strengthening the strategic partnership with Adobe by hiring senior leaders with Adobe expertise, expanding co-innovation and co-selling efforts. It collaborated with partners in areas such as generative AI (Kung Fu AI, Jasper), commerce (Kibo, Big Commerce, Spryker, Shopify, CommerceTools, HCL Commerce, Vtex, Oro Commerce, MarketPlacer, and Mirkl), and content (Sitecore and others).
Talent	2023	It enhanced behavioral science capabilities by hiring PhD-level behavioral scientists to bring expertise in consumer behavior and decision-making. It integrated behavioral science into various departments through presentations, training, and knowledge sharing including initiatives such as the marketing spotlight series.
Talent	2022	Provided training for B-school hire associates to develop them into industry-specific SMEs for business development and competency-building activities
Technology	2022	Developed a Metaverse accelerator on Unreal and Unity platforms with pre-built functionalities such as multi-player, voice chat, user management, and avatar engine support
Acquisition	2022	Acquired AustinCSI, a digital transformation consultancy specializing in enterprise cloud and data analytics advisory services
Talent	2022	Invested in three digital studios in Romania (Cluj Hexagon, Timisoara, and Baia Mare) in 2022, refactoring them to the studio experience concept with next-generation collaboration spaces. It also opened a new studio in Vilnius, Lithuania, in July 2022.

Cognizant profile (page 3 of 7)

Case studies and engagements

[ILLUSTRATIVE]   [NOT EXHAUSTIVE]

CASE STUDY 1

Developed and executed a personalized omnichannel customer engagement strategy for a global medical device company

Business challenge
The client wanted to design and implement an omnichannel journey orchestration to deliver personalized messages through the right channel, at the right time. The goal was to establish an omnichannel strategy and create a scalable system to enable data-driven recommendations and automated execution of customer communications and activities across marketing and sales.

Solution and impact
Cognizant provided end-to-end marketing transformation from omnichannel marketing strategy to delivery roadmap to implementation of the Customer 360 solution. Its approach included understanding the existing marketing ecosystem and goals, defining the use cases and solution requirements, and implementing the customer 360 solution for activating real-time personalized campaigns across channels. This resulted in a 20% increase in conversion and a 30% faster time-to-market in launching the campaigns.

CASE STUDY 2

Optimized marketing operations and enhanced data-driven decision-making for a leading automotive service provider

Business challenge
The client wanted to reduce the cost of its marketing operations and expand its limited digital marketing team with expertise in marketing strategy, social media, data, and design. It also struggled with data forecasting, which made it difficult to understand the RoI of its marketing efforts.

Solution and impact
Cognizant created a flexible operating model featuring an on-site project lead with proximity to the market to orchestrate marketing strategy and provided oversight for integrated cross-channel services, supported at scale by the global team. It utilized marketing automation tools and a pod structure to substantially cut marketing costs, reduce reliance on third-party agencies, and concurrently enhance operational efficiency. It developed a data-driven strategy to gain insights into the marketing efforts that led to better budget allocation and channel planning.

Key marketing services engagements

Client name	Process served	Region	Client since
A leading pharmaceutical company	Content	Global (US, Europe, APAC, and LATAM)	2019
A leading retail company	Campaign and marketing support	India, LATAM, and ANZ	2018
A global pharmaceutical company	Marketing support	North America	2013
A leading luxury auto manufacturer	Campaign management	India and UK	2011
A media entertainment company	Campaign management	Abu Dhabi	2004

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Capabilities

[R E P R E S E N T A T I V E   L I S T]   [I L L U S T R A T I V E]   [N O T   E X H A U S T I V E]

Proprietary technology solutions

Solution name	Process served	Year launched	Details
Unified Agents' Desktop	Customer	2024	It includes key features such as generative AI copilot, advanced search, estimate complexity, and estimated Average Handle Time (AHT). The copilot assists agents of all experience levels in resolving tickets quickly and efficiently, while the advanced search provides precise results to handle unique cases effectively.
Conversational Agent Assist	Customer	2024	It helps contact center agents manage selling, routing, and answering customer queries.
Cognizant Campaign+™	Campaign	2024	It is a generative AI-based accelerator designed to manage end-to-end content and marketing operations, supporting insights and strategy, campaign planning and development, content creation, and performance analytics.
Ads Builder	Content	N/A	It addresses the challenge of creating ad variations for different geographies and channels such as Google and social media by enabling content production teams to use the ads builder tool. This tool generates variations of ads for different channels and sizes with the click of a button, making ad production scalable and time-efficient.
Content Builder	Content and marketing support	N/A	It is a suite of content automation tools that programmatically builds and authors multi-channel marketing content including web CMS content, email campaigns, landing pages, and eDetails. Primarily used in the life sciences industry, these tools help accelerate campaign launches by up to 60%, improve content reuse by 20-40%, and reduce costs by up to 30%.
PixelPerfect	Content	N/A	It is an automated platform that tests the UI of developed content against designs, identifying unintended deviations at an early stage. The tool detects even the slightest deviations that may go unnoticed.
Assisted content creation engine	Content	N/A	It is a generative AI-based tool designed for creating content such as emails, social media posts, and blogs including both text and images.
MLR copilot	Others	N/A	It is a generative AI-based tool that supports the MLR and compliance review process for marketing assets by providing alerts on deviations from compliance standards.

Cognizant profile (page 5 of 7)
Capabilities

Proprietary technology solutions

Solution name	Process served	Year launched	Details
Adobe	Content and marketing support	N/A	Partnered with Adobe as a platinum solution partner to help organizations create exceptional experiences by combining digital support services, strategic insights, and technology implementation expertise
Salesforce	Marketing support	N/A	Partnered with Salesforce as a global consulting partner, delivering innovation, consulting, and trusted solutions
Google Cloud	Data and analytics	N/A	It partnered with Google to leverage its Unified Data platform, BigQuery, and Vertex AI for cloud migrations, data analytics, and AI solutions. BigQuery served as the main analytics database and became a key target for cloud migrations.
Aprimo	Content	N/A	Partnered with Aprimo to provide digital asset management capabilities as part of digital experience platform solutions, supporting clients in their digital transformation journey
Optimizely (Episerver)	Content	N/A	Partnered with Optimizely (formerly Episerver) to provide brand website management solutions, ensuring a unified customer experience, simplified content creation and publishing without IT dependency, platform standardization, reusability, and scalable architecture
Quadient	Customer	N/A	It partnered with Quadient as a platinum partner to deliver personalized, accurate, and compliant communications across all channels using Quadient products. It leveraged Quadient's Inspire alongside digital experience services to optimize client customer communications
Veeva	N/A	N/A	Partnered with Veeva to share product launch and roadmap details, support the development of end-to-end offerings, organize technical and sales enablement sessions, and provide access to technical SMEs for proof-of-concept creation, advanced joint solutions, and guidance

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Cognizant profile (page 6 of 7)

Industry event participation

[REPRESENTATIVE LIST]   [ILLUSTRATIVE]   [NOT EXHAUSTIVE]

Key events

Event name	Date of event	Type of event	Details
ServiceNow knowledge	2024	Partner event	Attended ServiceNow Knowledge, ServiceNow's flagship conference on enterprise cloud workflows and digital transformation
Snowflake summit	2024	Partner event	Attended the Snowflake Summit, Snowflake's data cloud conference highlighting advances in data warehousing and analytics
Workday rising	2024	Partner event	Attended Workday Rising, Workday's annual conference focusing on enterprise HR and finance solutions
Informatica world	2024	Partner event	Attended Informatica World, Informatica's conference centered on cloud data management and data innovation
Money20/20 Europe	2024	Industry event	Attended Money20/20 Europe, a leading FinTech event exploring innovations in payments, banking, and financial technology
LEAP	2024	Industry event	Attended LEAP, a global technology event in Saudi Arabia showcasing future technologies and digital transformation
Adobe summit	2023, 2024	Partner event	Attended Adobe Summit, Adobe's premier digital experience conference focused on digital marketing and customer experience
Salesforce Dreamforce	2023, 2024	Partner event	Participated in Salesforce Dreamforce, Salesforce's flagship event in North America showcasing CRM innovations and industry trends
AWS re:Invent	2023, 2024	Partner event	Engaged in AWS re:Invent, AWS's flagship conference in North America featuring training, keynotes, and technical sessions
Mobile world congress	2023, 2024	Industry event	Attended Mobile World Congress, the leading event in the mobile industry showcasing advanced innovations and technologies
NRF	2023, 2024	Industry event	Attended NRF, Retail's Big Show, highlighting innovations and trends shaping the global retail industry
SAP sapphire	2023, 2024	Partner event	Participated in SAP Sapphire, SAP's global business technology conference centered on enterprise software and innovation

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Everest Group assessment – Leader

Measure of capability: ◔ Low ● High

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

Strengths

- Cognizant offers a wide range of marketing services including customer journey orchestration, user persona creation, content generation, campaign management, MarTech optimization, ad operations, and performance evaluation

- It has built a robust suite of in-house solutions including Cognizant Neuro, offering end-to-end automation; Cognizant Leaf, offering dynamic experience modification using customer data and demand; Content Builder, offering content automation; and Ads Builder, offering ad production across channels at scale

- Cognizant Campaign+, a gen AI-driven accelerator, offers end-to-end marketing services including customer journey orchestration, user persona builder, content generation, campaign development, and performance analysis

- It has developed an extensive partnership ecosystem – collaborating with Adobe (Platinum solutions partner), Salesforce, Google Cloud, Shopify, Microsoft, and Jasper – offering digital solutions, commerce capabilities, AI, and analytics services

- It has also made investments in developing metaverse accelerators on Unreal and Unity platforms

Limitations

- Although Cognizant has in-depth expertise in customer research, content management, and campaign services, it presents scope to expand into marketing support and media activation services

- While Cognizant predominantly serves technology, BFSI, e-commerce, CPG, and life sciences, it has limited experience in serving clients across verticals such as telecom, media and entertainment, travel and hospitality, and retail, and presents opportunities to expand into these sectors

- While Cognizant services clients in North America, Continental Europe, the UKI, and APAC regions, its ability to serve MEA, LATAM, and ANZ markets remains largely untested

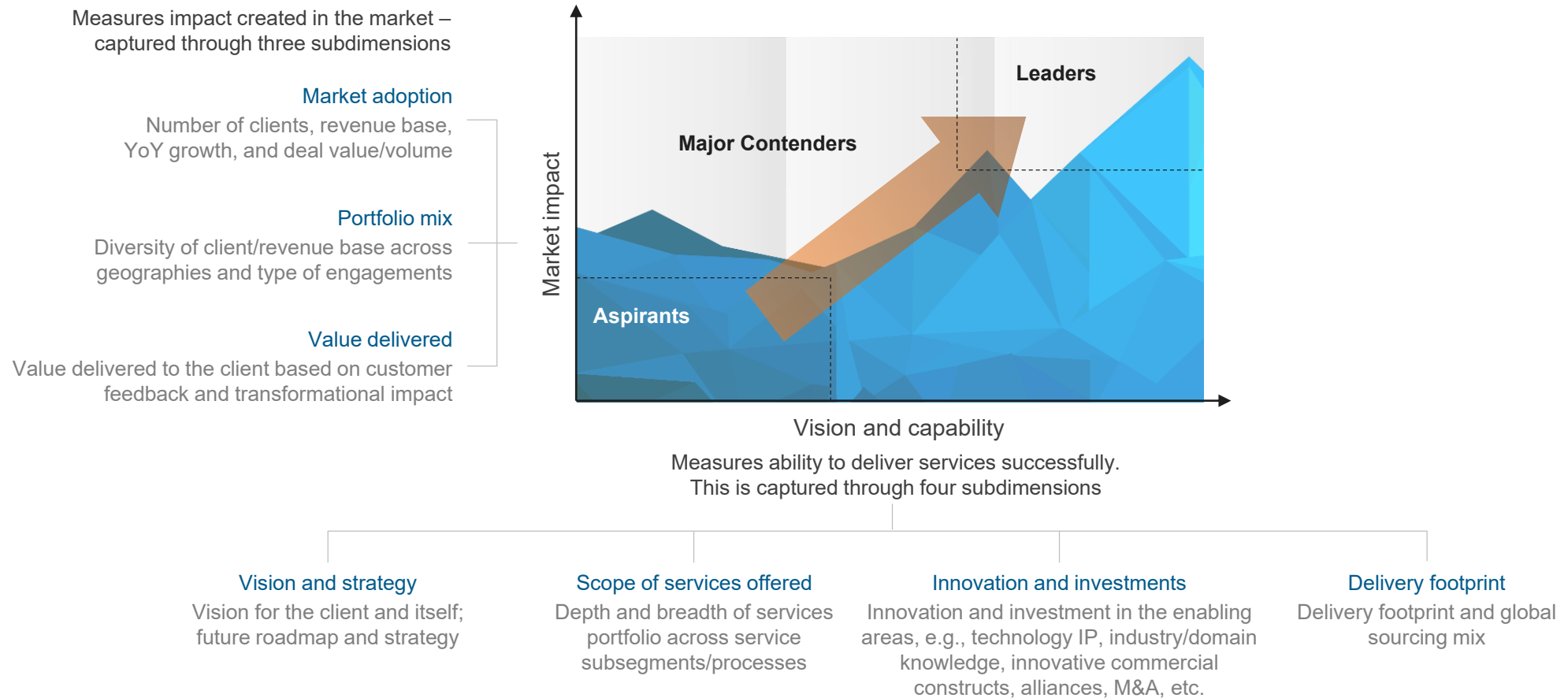# Appendix

PEAK Matrix® framework

FAQs

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

Everest Group PEAK Matrix
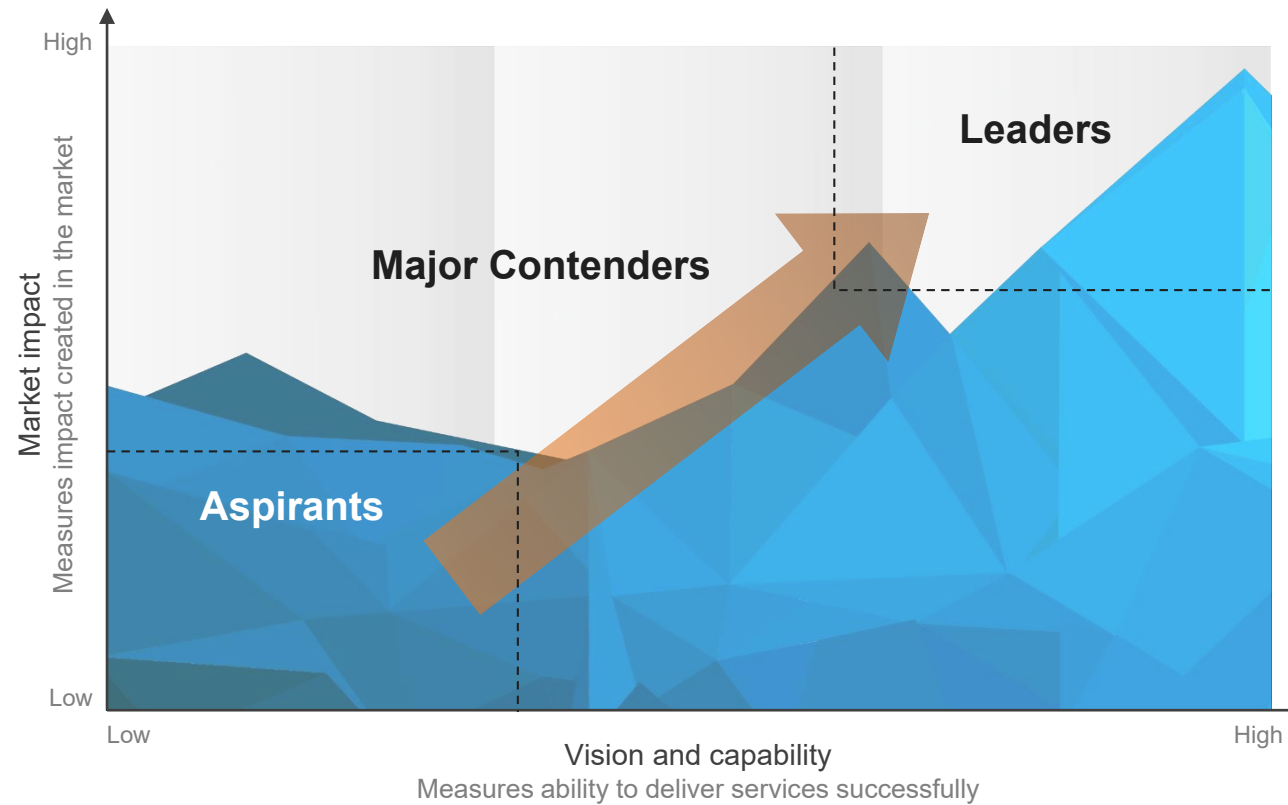
Services PEAK Matrix® evaluation dimensions

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

Market impact

Leaders

Major Contenders

Aspirants

Vision and capability

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

FAQs

Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?

A: 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.

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

A: 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.

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

A: 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.

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

A: 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 in included in our research reports

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

A: 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

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

A: 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.

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