Leader

"Cognizant stands out through the scale of its advertising operations and the specificity of its media AI assets, converting high-volume campaign processes into faster, more reliable and increasingly agent-assisted revenue workflows."

Yash Jethani

Cognizant

Overview

Cognizant is headquartered in New Jersey, U.S. It has more than 357,600 employees across over 50 countries. In FY25, the company generated $21.1 billion in revenue. Its monetization portfolio spans ad sales, planning, campaign execution, classification, monitoring and reporting. Ad Elevate, Intelligent Media Planner and Video Ad Classification add reusable AI assets, while managed operations provide continuous enterprise-scale execution. Public and submitted evidence demonstrates scaled automation and self-service advertising. Capabilities are strongest in advertising operations; subscription, identity and fully autonomous agentic monetization are less comprehensively evidenced.

Strengths

Industrial-scale advertising operations: Cognizant combines broadcaster heritage with digital-scale delivery, trafficking more than 413 million campaigns annually through over 5,000 associates across more than 10 centers and 11 languages. For a major U.S. media company, automation reduced proposal creation from over two hours to two minutes, accelerated planning by 75 percent and generated $3.1 million in annual savings across over 900,000 yearly transactions.

AI-enabled planning and activation: Cognizant applies GenAI, multimodal AI and conversational planning tools to inventory optimization, campaign planning, contextual targeting, creative operations and ad classification. Intelligent Media Planner leverages Salesforce Media Cloud to generate explainable, conflict-free recommendations across linear, OTT, FAST and digital inventory while reducing planner handoffs.

Adtech modernization and monetization: Cognizant combines campaign operations with platform engineering across FreeWheel, The Trade Desk, Magnite, AppLovin and OTT environments. Production deployments include automated content classification and rapid campaign creation. Work with Effectv enabled an SMB self-service TV advertising platform that allows targeted campaigns to launch within 48 hours, extending Cognizant's role from operational efficiency to revenue enablement.

Caution

Cognizant should publish clearer production evidence for identity, subscription and named adtech integrations while separating deployed AI assets from frameworks. Clients should distinguish realized savings from modeled revenue potential and validate human controls before delegating revenue-critical decisions to autonomous agents.

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