



“Enterprises are moving beyond siloed marketing operations and seeking partners that can drive end-to-end AI-enabled transformation with measurable outcomes by combining strategic guidance, technology implementation, execution excellence, and outcome accountability,” says Nitish Mittal, Partner, Everest Group.

“Cognizant has been recognized as the Leader in Everest Group’s Marketing Transformation Services PEAK Matrix® Assessment 2026, attributed to its ability to support clients across the marketing and experience services value chain through Cognizant Moment’s integrated delivery model, mature operations expertise, and strong platform implementation capabilities. Its investments in agentic AI through NeuroAI Multi-Agent Accelerator and Cognizant Agent Foundry and a dedicated Marketing Gen AI CoE further strengthen its end-to-end marketing transformation capabilities.”