



# Everest Group Marketing Transformation Services PEAK Matrix<sup>®</sup> Assessment 2026

Focus on Cognizant  
June 2026



# Introduction

In today's rapidly evolving marketing landscape, enterprises are under pressure to deliver more personalized, measurable, and cost-efficient customer experiences across channels. The convergence of creative, content, commerce, data, and technology has expanded the role of marketing beyond brand building to a broader growth and experience transformation agenda.

Marketing and experience services providers are playing a central role in this shift by helping enterprises modernize marketing operating models, industrialize content and campaign execution, embed analytics-led decision-making, and scale AI and agentic AI-enabled marketing capabilities. This is becoming more critical as CMOs face growing pressure to demonstrate Return on investment (RoI) from marketing investments while improving speed, productivity, and business impact.

The market is also being reshaped by the growing adoption of agentic AI and the need to orchestrate AI agents across marketing workflows. Enterprises are increasingly seeking service providers that can simplify fragmented marketing environments, improve data and platform interoperability, and enable more agile, outcome-oriented marketing delivery.

In the report, we present an assessment of 29 service providers featured on the [Marketing Transformation Services PEAK Matrix® Assessment 2026](#), a comprehensive matrix that evaluates and categorizes service providers based on their capabilities and market impact. The assessment is based on Everest Group's annual RFI process for CY2025, interactions with leading marketing and experience services providers, buyer reference checks, and ongoing analysis of the marketing and experience services market.

**The full report includes the profiles of the following 29 leading marketing and experience services providers featured on the Marketing Transformation Services PEAK Matrix Assessment 2026:**

- **Leaders:** Accenture Song, Capgemini, Cognizant, Deloitte Digital, IBM, Infosys, Merkle (Dentsu), Omnicom, Publicis Groupe, and TCS
- **Major Contenders:** Concentrix, DEPT, eClerx, Genpact, HCLTech, LTM Interactive, Monks, PwC, RRD, Stagwell, Taktical (MediaMint), Tech Mahindra, TELUS Digital, Wipro, and WPP
- **Aspirants:** Apply Digital, HGS, Tenarai, and Zensar

## Scope of this report

**Geography:** global

**Industry:** all industries

**Services:** marketing and experience services

# Marketing transformation services value chain

[NOT EXHAUSTIVE]



## Brand strategy and insight

- Brand strategy
- Brand audit
- Brand design
- Brand management
- Brand health
- Market and user research planning

## Experience and product design

- Experience design strategy
- Digital product strategy
- Customer journey mapping
- UI/UX design
- Digital product design



## Content and creative services

### Creation and management

- Strategy
- Planning
- Production
- Localization
- Migration
- Scaling
- Personalization
- Post production
- Quality assurance

### Analytics and optimization

- Content and creative analytics
- Optimization
- Workflow and asset management

## Campaign<sup>1</sup>

### Strategy and orchestration

- Campaign strategy
- Campaign budget allocation
- Campaign activation and execution
- Cross-channel orchestration (email / organic social / website)

### Management and optimization

- Campaign optimization
- Campaign spend optimization
- Campaign reporting and performance evaluation

## Media and activation services

### Media strategy

- Media and channel strategy
- Channel selection
- Channel optimization

### Activation services

- Programmatic ad buying and execution
- Performance marketing (social/SEM/influencer)
- Media measurement and analytics
- Cross-channel optimization
- Attribution and RoI analysis



## Digital commerce

- Consulting across commerce business models; platform selection
- Platform implementation and storefront development
- Updating content, catalog, and pricing; user and account management
- Cart and check out, platform – new feature addition and usability enhancement
- Sustainable commerce

## Loyalty services

- Loyalty program strategy and design
- Loyalty platform management
- Rewards management
- Loyalty program optimization



Platforms and tools such as Digital Experience Platforms (DXP), Customer Relationship Management (CRM), Customer Data Platform (CDP), marketing automation platforms, marketing analytics platforms, digital commerce platforms, personalization and recommendation engines, Content Management Systems (CMS), social media management platforms, AdTech and programmatic advertising platforms, Search Engine Optimization (SEO) and content optimization tools, customer journey orchestration platforms, influencer marketing platforms, loyalty and retention platforms, and Digital Asset Management (DAM) systems

**Data, analytics, and AI** – data strategy, customer 360 and personalization, data activation, reporting and analytics, data privacy, and data governance

**Platform maintenance and support**

<sup>1</sup> Includes all owned and earned campaign activities; paid media is covered under Media and Activation Services

# Marketing Transformation Services PEAK Matrix® characteristics

## Leaders

Accenture Song, Capgemini, Cognizant, Deloitte Digital, IBM, Infosys, Merkle (Dentsu), Omnicom, Publicis Groupe, and TCS

- Leaders offer end-to-end marketing transformation across strategy, experience, content, commerce, media, loyalty, MarTech, data, analytics, and AI-led operations
- They demonstrate strong proprietary IP, AI accelerators, orchestration frameworks, and industry-specific solutions, along with production-ready agentic AI use cases to drive measurable business outcomes
- They have broad global delivery networks, certified talent pools, and the ability to support large, multi-region transformation programs across complex enterprise environments
- They maintain strong market position through acquisitions, ecosystem partnerships, thought leadership, and participation in major marketing, commerce, and AI forums

## Major Contenders

Concentrix, DEPT, eClerx, Genpact, HCLTech, LTM Interactive, Monks, PwC, RRD, Stagwell, Taktical (MediaMint), Tech Mahindra, TELUS Digital, Wipro, and WPP

- Major Contenders demonstrate credible capabilities across core marketing transformation areas, with stronger depth in selected segments such as MarTech, content operations, commerce, media, or campaign services
- They are investing in AI-led accelerators, automation frameworks, and industry-specific solutions, although scale and maturity vary across providers
- Their delivery models combine offshore scale with selective onshore/nearshore presence; however, regional depth and localization capabilities remain uneven across geographies
- They are strengthening partnerships, acquisitions, and innovation programs; however, joint IP, outcome-linked models, and thought leadership are less consistent than that of Leaders

## Aspirants

Apply Digital, HGS, Tenarai, and Zensar

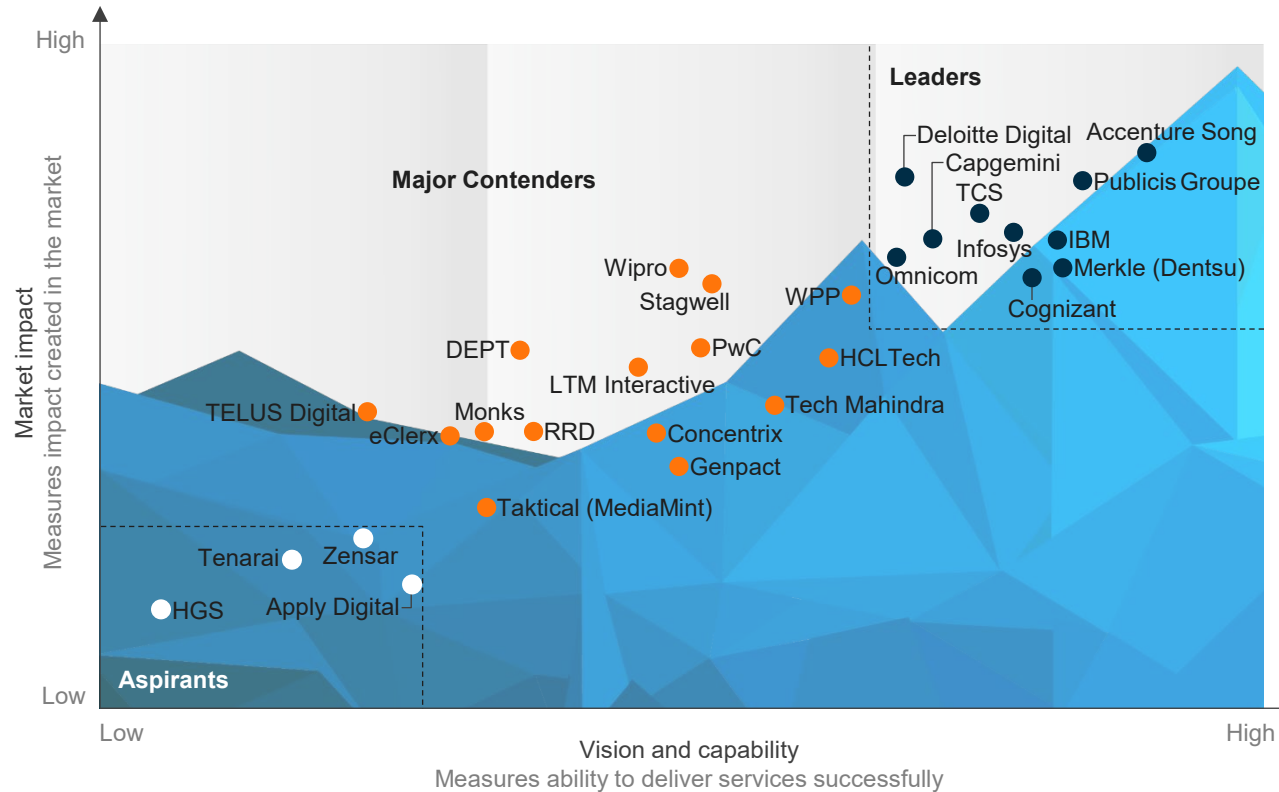
- Aspirants typically operate at a relatively limited scale and have selective marketing transformation capabilities, with depth concentrated in specific areas such as experience design, content, MarTech implementation, campaign execution, or commerce
- They continue to strengthen their AI-enabled assets and platform partnerships; however, their IP portfolios remain narrower and less vertically contextualized than that of Leaders and Major Contenders
- Their market presence is often concentrated across fewer geographies, industries, or buyer segments, limiting visibility in large, multi-region transformation programs
- They are best suited for enterprises seeking focused, agile, and specialized marketing transformation support rather than broad end-to-end global programs

# Everest Group PEAK Matrix®

## Marketing Transformation Services PEAK Matrix® Assessment 2026 | Cognizant positioned as a Leader

### Everest Group Marketing Transformation Services PEAK Matrix® Assessment 2026<sup>1,2,3</sup>



- Leaders
- Major Contenders
- Aspirants



1 Assessments for Accenture Song, Deloitte Digital, DEPT, Omnicom, Publicis Groupe, PwC, Stagwell, and WPP excludes service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with buyers  
 2 Assessments for Concentrix, HGS, IBM, and Merkle (Dentsu) are based on partial inputs provided  
 3 Assessments for agency holding companies include their key business units: WPP (VML and WPP Media), Omnicom (Omnicom Media Group and Omnicom Precision Marketing Group), and Publicis Groupe (Publicis Sapient and Publicis Media)  
 Source: Everest Group (2026)










# Cognizant

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 leads with Cognizant Moment, integrating marketing, design, platform implementation, and operations capabilities under a unified delivery model to support end-to-end marketing transformation
- It has developed a strong suite of AI-led solutions including Campaign+ for end-to-end campaign management, Ad Analyzer for creative optimization and validation, Policy Compliance for ad compliance, and Media Planner for guideline-compliant media planning
- It has a strong partnership ecosystem across Adobe, Salesforce, Microsoft, Google Cloud, Braze, Typeface, and Anthropic, supporting broad marketing transformation use cases
- Cognizant is strengthening its agentic AI capabilities through NeuroAI Multi-Agent Accelerator, which supports faster campaign implementation across Adobe and Salesforce stacks, and Cognizant Agent Foundry, which enables enterprises to design, deploy, and orchestrate autonomous AI agents at scale
- It has invested in a Marketing Gen AI CoE and AI Innovation Studios for AI development, governance, and co-creation, while expanding Gemini-focused capabilities through new Centers of Excellence (CoEs) in Mexico and Romania

### Limitations

- Cognizant has limited experience in serving marketing transformation clients across LATAM and MEA regions
- Its marketing transformation delivery footprint appears largely APAC-centric, which may limit its fit for buyers requiring robust onshore or nearshore delivery across other regions

## Market trends

The marketing and experience services market is expanding as enterprise modernization mandates evolve toward AI-led productivity, agentic workflows, personalization, and measurable business impact

### Market size and growth

- The marketing and experience services market size analyzed for this PEAK report was estimated at US\$316-336 billion in 2025, growing at an average of ~6-8% in 2024-25
- Everest estimates the total marketing and experience services market to grow at a CAGR of 7-9% over 2025-28E
- Growth is being shaped by two provider archetypes: large transformation partners winning enterprise-wide modernization mandates and niche operations specialists growing through AI-led content supply chain, campaign orchestration, and performance marketing use cases

### Key drivers

Agentic AI and agent orchestration	Enterprises are moving from gen AI pilots to agentic workflows across content, campaigns, analytics, and decisioning to improve marketing productivity.
Agentic commerce and AI-led discoverability	AI-led discovery, recommendations, and commerce journeys are driving the demand for Generative Engine Optimization (GEO) / Answer Engine Optimization (AEO) and content optimization to improve brand visibility, relevance, and conversion readiness.
Content supply chain modernization	The rising demand for personalized and localized content is pushing enterprises to industrialize content creation, approval, reuse, and activation workflows.
MarTech rationalization	Fragmented MarTech, media, content, and data environments are driving the demand for rationalized platforms and stronger data foundations.
Retention-led customer growth	Enterprises are reimagining loyalty beyond points-based programs into data-driven engagement models that improve retention, lifetime value, and customer advocacy.

### Challenges

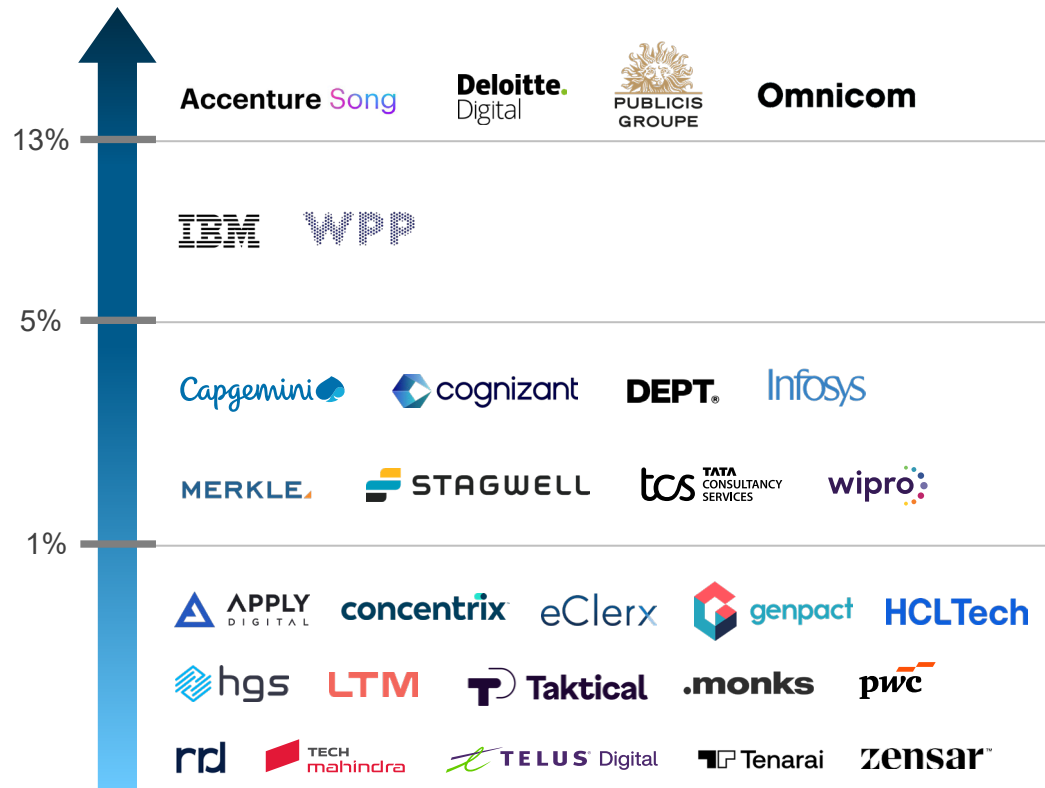
Budget pressure and Rol scrutiny	Flat or constrained marketing budgets are increasing the pressure on CMOs to prove measurable business impact from marketing, MarTech, and AI investments.
AI governance	Enterprises are exploring AI and agentic AI. However, concerns around orchestration, accountability, brand-safety, compliance, and human-in-loop oversight remain key adoption barriers.
Data readiness	Inconsistent customer data, identity gaps, consent requirements, and fragmented taxonomies limit personalization, AI activation, and measurement effectiveness.
Talent gaps	Enterprises often lack the skills, ownership models, change management capabilities, and clarity on how roles and workflows should evolve in an AI-led marketing environment.

# Provider landscape analysis

Large transformation partners continue to anchor market share, while digital specialists and operations-led providers are gaining momentum through MarTech modernization, content supply chain transformation, and campaign orchestration capabilities

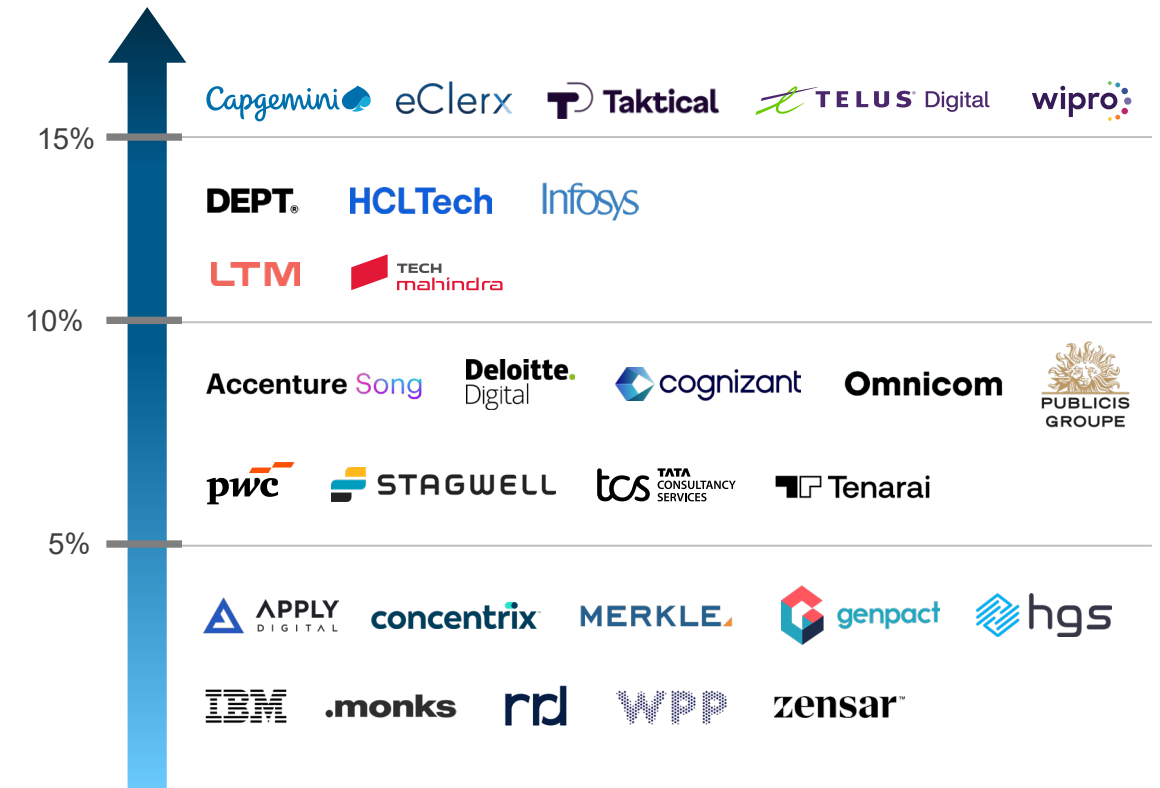
## Market share analysis of the providers<sup>1</sup>

2025; percentage of the overall market of marketing and experience services



## Provider YoY growth

2024-25; percentage growth



<sup>1</sup> Providers are listed alphabetically within each range

# Key buyer considerations

Buyers are increasingly prioritizing partners that combine strategic partnerships, specialized talent, agentic AI and automation capabilities, and outcome discipline to accelerate transformation within tighter budgets

## Key sourcing criteria

High



### Strategic partnership and business context

Buyers seek partners that understand their business, stakeholders, and operating context, and provide proactive guidance beyond task execution.



### Agentic AI and emerging technology readiness

Buyers expect partners to combine agentic AI, automation, and operating model redesign capabilities to help scale AI and agentic AI solutions in a practical, governed, and optimized manner.



### Domain and platform expertise

Buyers prioritize deep expertise across verticals, MarTech, CRM, media, analytics, content, and platform ecosystems to augment internal teams and accelerate delivery.



### End-to-end transformation services

Buyers value partners that can support the full journey from strategy and design to implementation, orchestration, and managed execution.



### Outcome-linked models and accountability

Buyers require clear success measures and commercial models linked to business outcomes such as revenue, conversion, retention, speed, quality, and efficiency.

Low

Priority

## Summary analysis

Buyers increasingly expect providers to operate as embedded strategic partners with strong business understanding, specialized talent, and platform expertise rather than serving only as execution enablers.

Agentic AI, automation, and data capabilities are becoming key sourcing filters; however, buyers remain focused on practical adoption, flexible scaling, budget alignment, and measurable outcomes across speed, quality, efficiency, and business impact.

# Key takeaways for buyers

Align with providers that combine embedded partnership, business context, and specialized platform expertise to support strategy-to-execution delivery

Prioritize partners investing in agentic AI, emerging technologies, data, and personalization capabilities to improve speed, productivity, and marketing impact

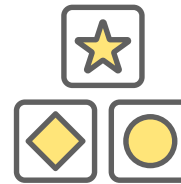
Use flexible engagement models that balance rapid scaling, cost discipline, and outcome accountability across quality, efficiency, and business results



## Key observations in the provider landscape

### Shifts in provider capabilities

Providers are moving from execution capacity toward AI-led transformation support, combining consulting, automation, analytics, and platform modernization capabilities.



### Differentiation across provider types

Specialist providers stand out for deep MarTech, CRM, media, and platform expertise, while larger partners are valued for end-to-end transformation, scaling, outcome accountability, governance, and global delivery.



### Key innovations

Key innovations center on agentic commerce, GEO, AI-led media transparency, campaign orchestration, personalization, analytics, verticalized solutions, and MarTech platform modernization.

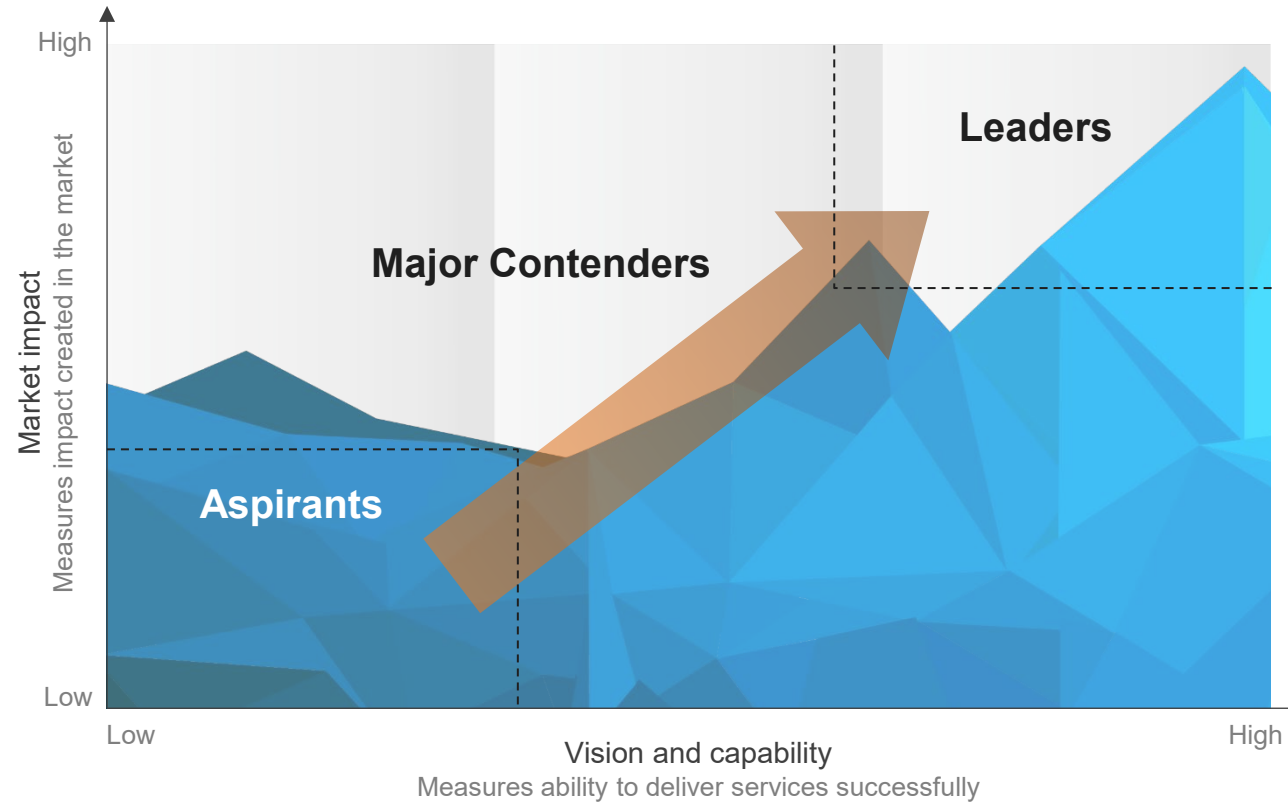
# Appendix

PEAK Matrix® framework

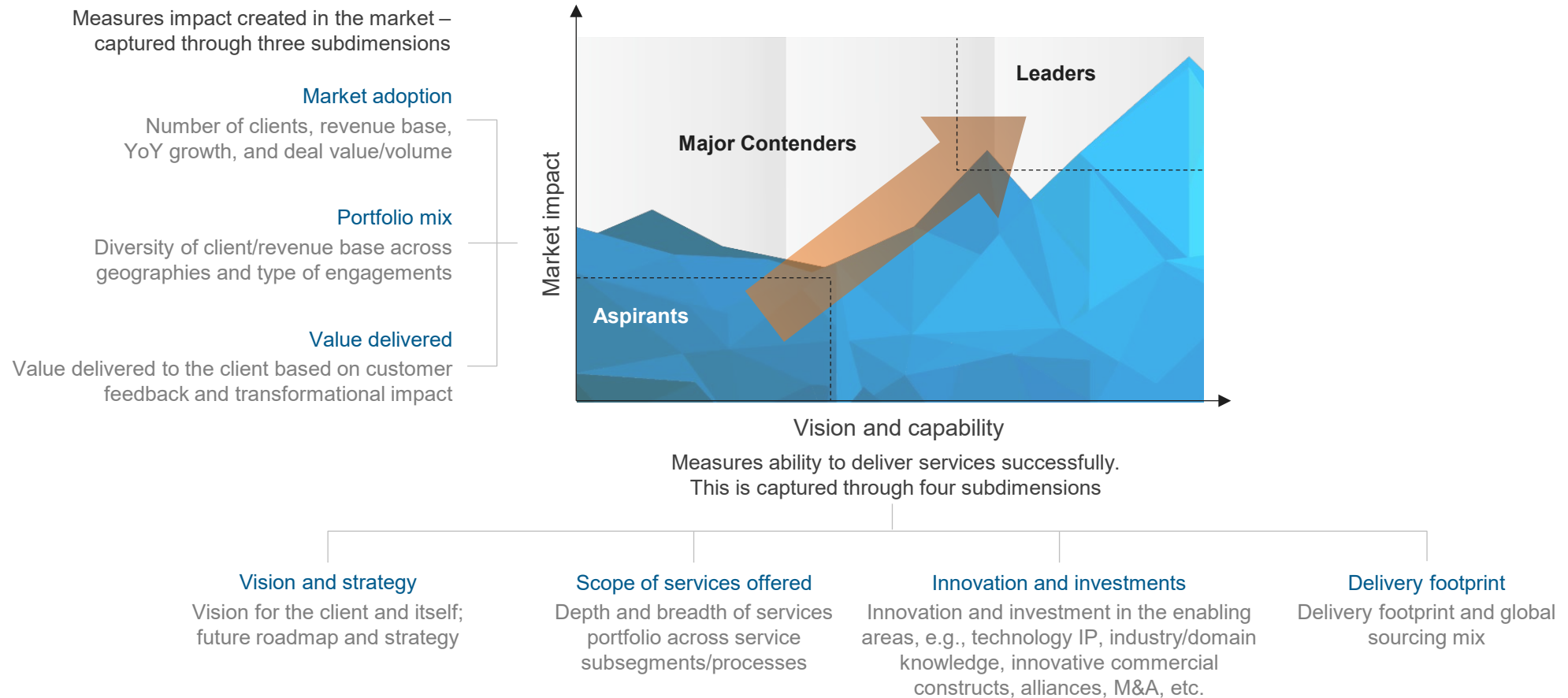
FAQs

# 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



## 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 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.

# Stay connected

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

+1-214-451-3000

Website

everestgrp.com

Blog

everestgrp.com/blog

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