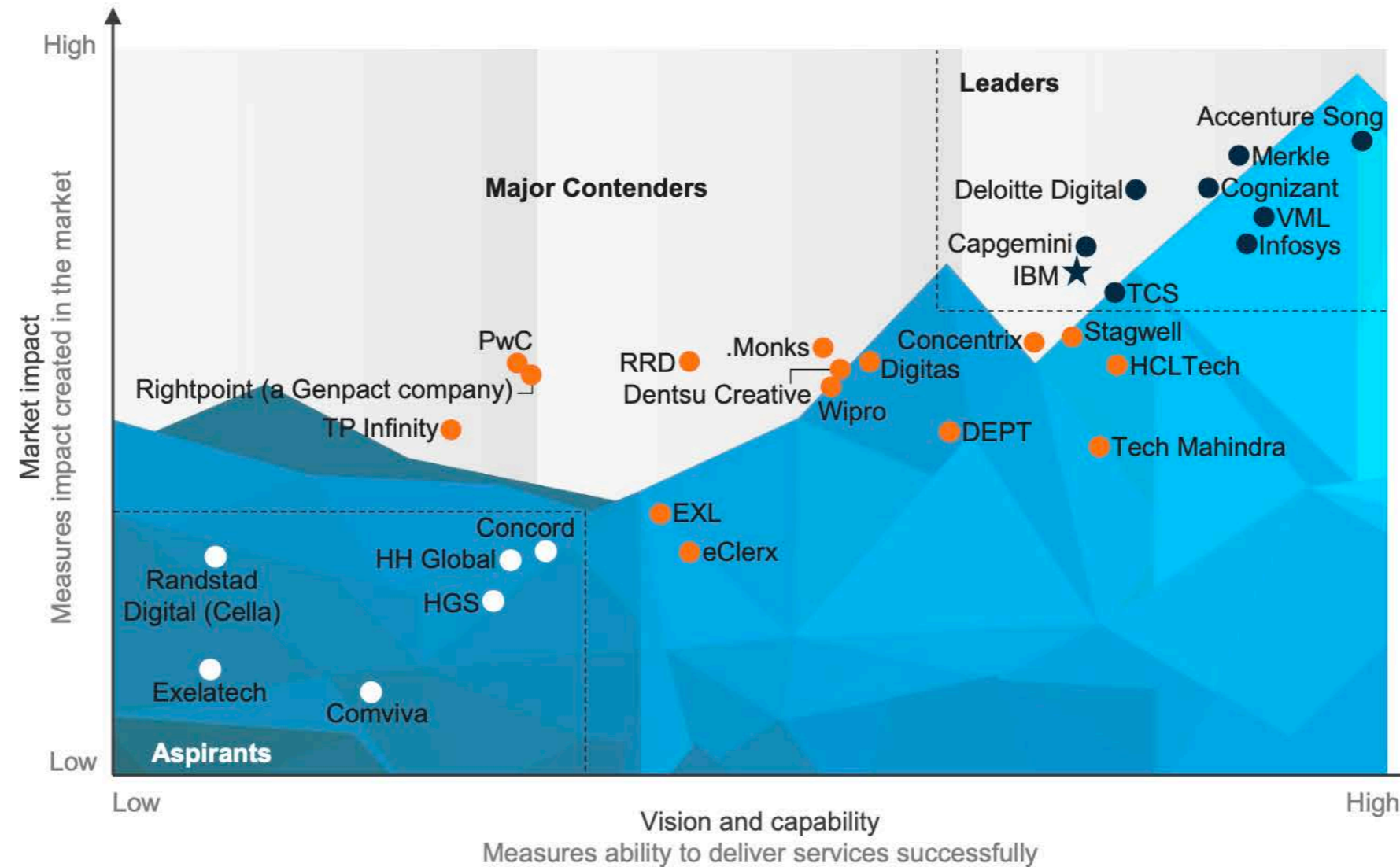


Everest Group PEAK Matrix®

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)