



Everest Group PEAK Matrix[®] for Marketing Service Providers 2022

Focus on Cognizant
January 2022



Background of the research

The COVID-19 pandemic has transformed marketing in more ways than one. Traditional ways of marketing are now being fast replaced by digital, data-driven models. CMOs continue to explore low-cost service delivery models and the potential process efficiencies from automation, as marketing budgets are being slashed. They have also realized that Customer Experience (CX) is where they need to differentiate themselves from their competition. As the CMOs are faced with the multi-pronged challenge of connecting with the modern customer, a new service provider landscape is evolving in the market – agencies, consultancies, and IT-BPOs are consolidating their capabilities to provide a one-stop solution to the client’s marketing requirements. Service providers continue to invest in a host of capabilities including intelligent automation and predictive analytics to attain higher levels of personalization, increased speed-to-market, and superior customer experience, and thereby meet the needs of a rapidly evolving market.

In this research, we present an assessment and detailed profiles of marketing service providers featured on the Marketing Services PEAK Matrix®. Each service provider deep dive provides a comprehensive picture of its services focus through a snapshot of its key strengths and limitations, as assessed by Everest Group. The assessment is based on Everest Group’s annual RFI process, interactions with leading service providers, client reference checks, and an ongoing analysis of the marketing services market.

This report includes the profiles of the following 19 marketing service providers featured on the Marketing Services PEAK Matrix®:

- **Leaders:** Accenture, Cognizant, Infosys, and Wunderman Thompson
- **Major Contenders:** Capgemini, Concentrix, Digitas, EXL, HCL, Isobar, MediaMonks, Merkle, PwC Digital, TCS, and Wipro
- **Aspirants:** HGS, Stefanini, Webhelp, and WNS

Scope of this report:



Geography
Global



Service providers
19 marketing service providers



Services
Marketing services

Marketing services PEAK Matrix® characteristics

Leaders:

Accenture, Cognizant, Infosys, and Wunderman Thompson

- Leaders have interdisciplinary capabilities across areas including creative production, media, customer experience management, commerce, design thinking, and data sciences. They have also built strong consulting and strategy offerings to augment their services
- They have actively focused on organic and inorganic investments to bridge the portfolio gaps and achieve full capabilities across the entire marketing services spectrum
- Leaders have built a strong and balanced delivery portfolio, with significant presence in all major geographies and a workforce that is adept in multiple languages
- Leaders have significant focus on talent development and have invested in extensive internal training programs to build talent with advanced skillsets
- Leaders maintain a strong ecosystem of partnerships with leading MarTech/AdTech vendors

Major Contenders:

Capgemini, Concentrix, Digitas, EXL, HCL, Isobar, MediaMonks, Merkle, PwC Digital, TCS, and Wipro

- Major Contenders are building capabilities in serving different geographies and industry segments, while specializing in a few regions or verticals
- They continue to leverage sophisticated digital tools and platforms, and partner with third-party vendors to fill gaps
- Their ability to provide localization in terms of content customization and management is emerging as a major differentiator

Aspirants:

HGS, Webhelp, Stefanini, and WNS

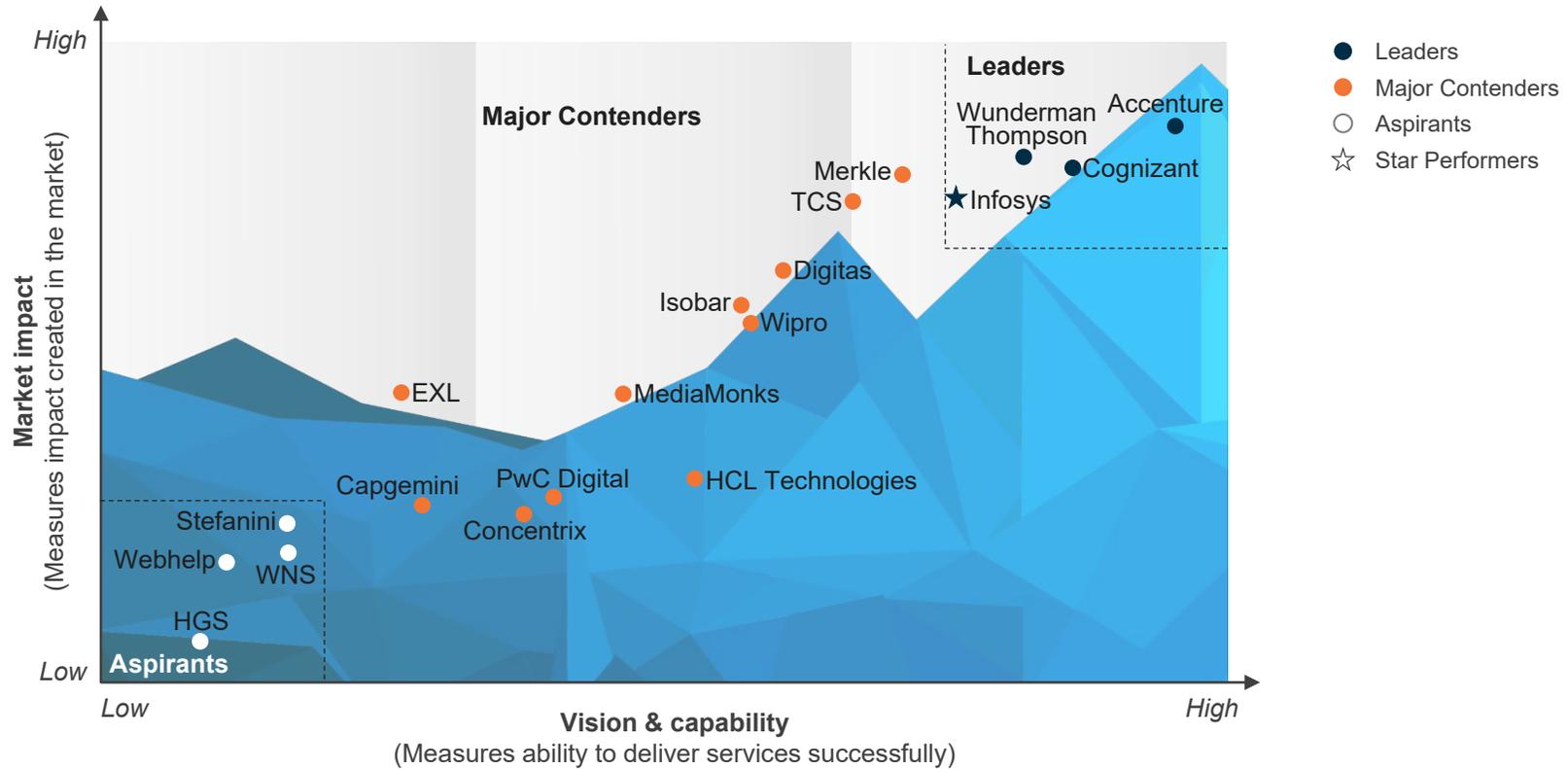
- Aspirants are focused on particular region(s), vertical(s), or buyers, and have a relatively small-scale of operations, lower number of agents, and a skewed shoring mix
- Aspirants also find their limited presence across various geographies as a barrier to increasing their market share, despite having the requisite capabilities
- They also offer innovative models of service delivery; however, currently they have limited capabilities in specialized services such as creative and media to provide end-to-end support to buyers

Everest Group PEAK Matrix®

Marketing Services PEAK Matrix® Assessment 2022 | Cognizant positioned as Leader



Everest Group Marketing Services PEAK Matrix® Assessment 2022^{1,2,3}



1 Assessments for Cappgemini, Digitas, HGS, Isobar, MediaMonks, Merkle, PwC Digital, Webhelp, WNS, and Wunderman Thompson exclude service provider inputs on this particular study, and are based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, ongoing coverage of service providers' public disclosures, and interaction with buyers. For these companies, Everest Group's data for assessment may be less complete.
 2 The assessment covers MediaMonks, prior to its merger with sister brand Mighty Hive in August 2021 to form Media.Monks.
 3 Parameters used for assessment have changed since the Marketing Services PEAK Matrix® Assessment 2020.

Source: Everest Group (2022).

Cognizant | marketing services profile (page 1 of 5)

Overview

Company overview

Cognizant is an American multinational corporation that provides business & technology consulting, systems integration, application development & maintenance, IT infrastructure services, AI, digital engineering, analytics, business intelligence, data warehousing, CRM, supply chain management, engineering & manufacturing solutions, enterprise resource planning, research and development outsourcing, and testing solutions. The company operates through more than 100 development and delivery centers. It serves industry sectors such as banking, financial services, and insurance; healthcare; life sciences; manufacturing & logistics; retail & consumer goods; information, media, and entertainment.

Headquarters: Teaneck, New Jersey, the United States

Website: www.cognizant.com

Key leaders

- **Brian Humphries**, Chief Executive Officer
- **Jan Siegmund**, Chief Financial Officer
- **Andrew Stafford**, Head of Global Delivery
- **Anil Cheriyan**, EVP Strategy and Technology
- **Ganesh Ayyar**, President, Digital Operations
- **Samir Malhotra**, Head of Delivery, Digital Business Operations

Suite of services

- Digital marketing
- Digital ad operations
- Campaign design
- Campaign management
- Content marketing
- Creative services
- Digital asset management
- Sales enablement
- Marketing analytics
- Marketing consulting

Marketing services	2019	2020	2021
Revenue (US\$ million)		Not disclosed	
Number of FTEs		Not disclosed	
Number of clients		Not disclosed	

Recent marketing services-related developments/investments

Areas	Developments/investments
Technology	<ul style="list-style-type: none"> • 2021: acquired Servian, an enterprise transformation consultancy specializing in data analytics, AI, digital services, experience design, and cloud to help clients move to the cloud, build digital products and services, and unlock value from data • 2021: acquired Linium, a specialist in ServiceNow platform and solutions. Linium helps Fortune 100 clients adopt smart workflows to improve operational efficiency and user experience • 2021: developed Cognizant Neuro™ – a modular, interoperable automation fabric that simplifies, accelerates, and amplifies intelligent automation • 2021: developed an automation workbench, a suite of solutions that accelerates automation development and simplifies change management. It provides end-to-end components across various functions, including marketing services • 2020: acquired Inawisdom, an AI and ML services expert that provides data analytics and AI-driven decision-making capabilities across Europe • 2020: partnered with Celonis to create a mining and discovery exchange strengthening its automation capabilities • 2020: partnered with AutomationEdge, to implement process automation across different processes • 2019: acquired Meritsoft, a RegTech, tax, post-trade, and data analytics platform of choice for the world's premier financial institution

Cognizant | marketing services profile (page 2 of 5)

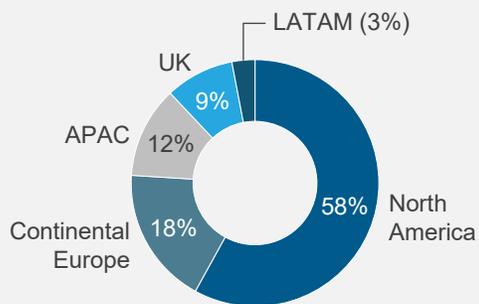
Client portfolio

Key marketing services engagements

Client name	Processes served	Region	Client since
Not disclosed			

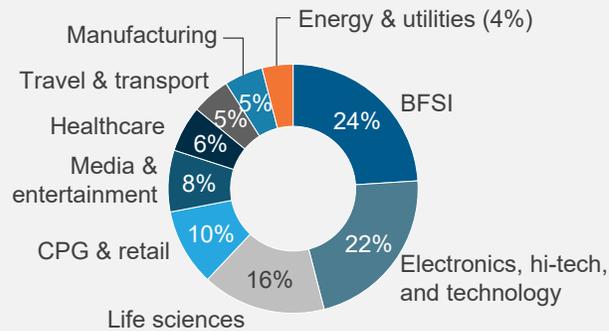
Marketing services revenue mix by geography
Revenue in US\$ million

100% = Not disclosed



Marketing services revenue mix by industry
Revenue in US\$ million

100% = Not disclosed

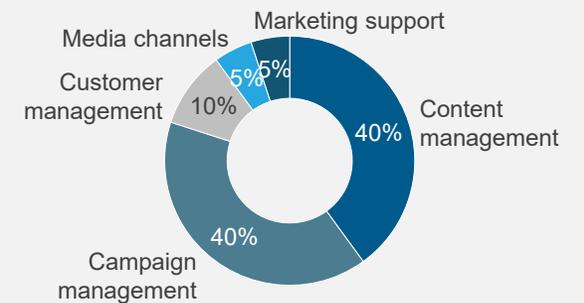


Marketing services number of clients by buyer size
Number of active clients

Not disclosed

Marketing services FTE mix by process
Number of FTEs

100% = Not disclosed



Cognizant | marketing services profile (page 3 of 5)

Key delivery locations



Cognizant | marketing services profile (page 4 of 5)

Technology solutions/tools

Technology name	Processes served	Year launched	Description	No. of clients
Cognizant Neuro™	All	2021	A modular, interoperable automation fabric that simplifies, accelerates, and amplifies intelligent automation.	Not disclosed
Sybil	Not disclosed	2020	A cloud-based application that uses Google NLP to perform text analytics, sentiment & syntax analysis, and text categorization. It is useful in generating insights from any type of unstructured data such as user feedback comments. It also uses Google's Translate API to translate text from multiple languages to English, generate insights from multiple locations, and give a consolidated view of the voice of the customer	Not disclosed
4 th Eye	Not disclosed	2018	An image analytics-based visual formats management tool	Not disclosed
Airo	Not disclosed	2017	It supports in creating an audience list for campaign optimization	Not disclosed
Intelligent pricing simulator	Not disclosed	2015	A simulator that leverages AI to recommend the optimal price and promotion strategy to increase revenue and profit margin	Not disclosed
Crystal Gazer	Not disclosed	2015	A tool enabling predictive operations leveraging ML models	Not disclosed
Decision Support System	Not disclosed	2015	A tool that enables decisioning for campaign managers on media spend optimization	Not disclosed
BigDecisions®	Not disclosed	2011	An integrated analytical platform that enables organizations to improve their CX and optimize their business processes by providing them data-driven insights	Not disclosed
Preplanned Packaged Weekender (PPW) recommendation engine	Not disclosed	Not disclosed	An AI-enabled solution to provide PPW recommendations for shipping to stores to increase sales revenue	Not disclosed
Personalized product recommendation engine	Not disclosed	Not disclosed	An AI-enabled solution to provide personalized product recommendations to e-commerce customers	Not disclosed
Pixel Perfect	Not disclosed	Not disclosed	A tool that compares actual content output with baseline specifications and reports the differences pixel to pixel	Not disclosed

Cognizant | marketing services profile (page 5 of 5)

Everest Group assessment – Leader

Measure of capability:  Low  High

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

Strengths

- Cognizant offers end-to-end marketing services, with strong expertise in Salesforce consulting, marketing automation, and analytics
- It has a large and diverse client portfolio that consists of small, mid-sized, and large buyers. Cognizant also has rich experience in catering to clients from all major industries
- It has a widespread delivery network for marketing services that includes 52 digital studios spread across 16 countries. It also has strong language capabilities to cater to various locations across North America, Europe, LATAM, and APAC
- In the last few years, the company has made key acquisitions to bolster its capabilities such as Mustache for content production, and Netcentric and Mirabeau for digital experience. The most recent acquisition of Lev is intended to expand Cognizant’s Salesforce practice, in addition to strengthening its consulting capabilities
- It leverages a robust partnership ecosystem and proprietary technology to deliver customized solutions to clients. It has a readily deployable array of process automation and productivity tools to build and support hyper-personalized campaigns, root cause analysis, and to recommend actions for optimized performance
- It offers outcome-based pricing models to a sizable portion of its clients, demonstrating its ability to engage in strategic, risk-sharing partnerships

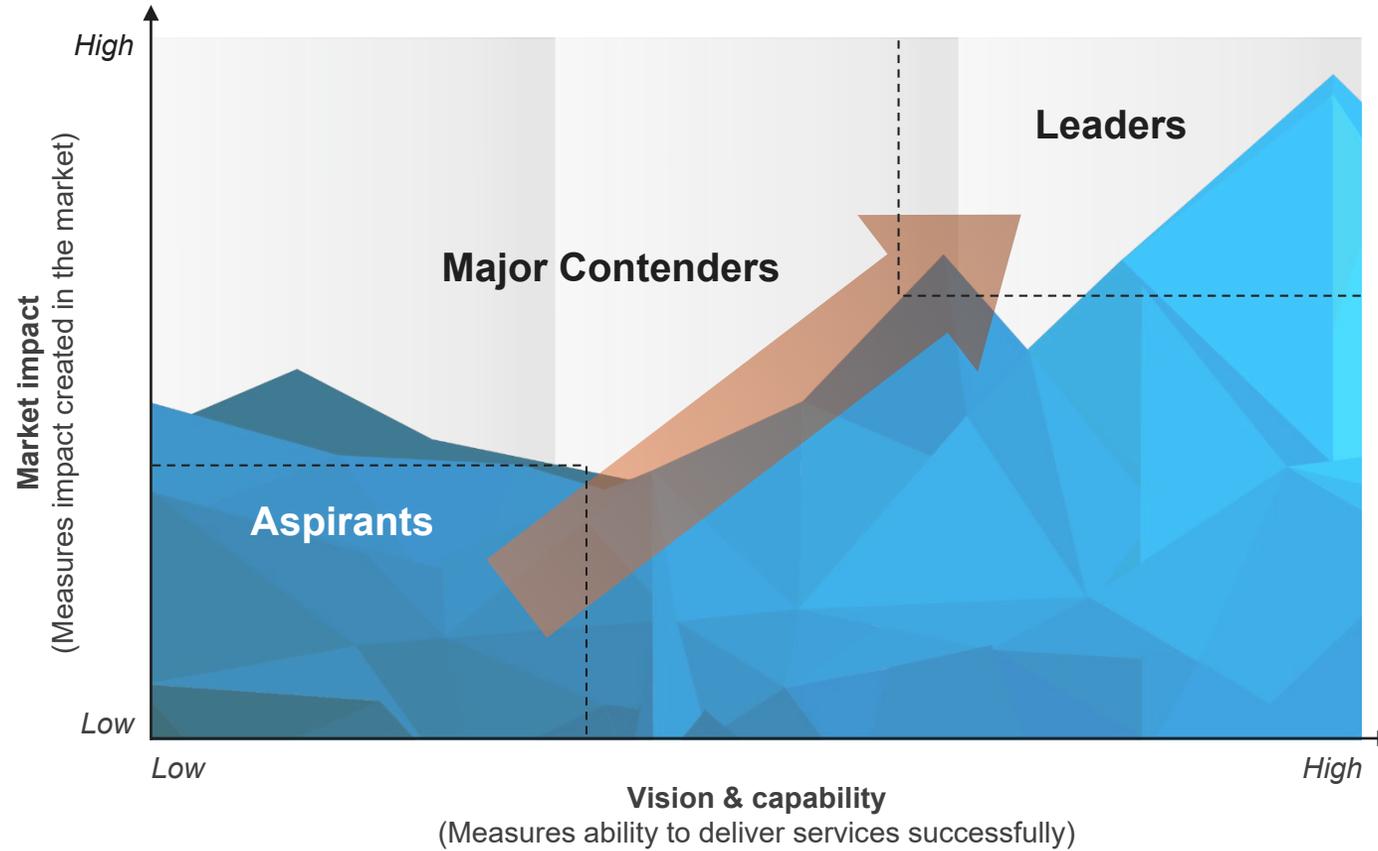
Limitations

- While Cognizant has established capabilities in marketing automation and campaign execution, it lacks robust capabilities in creative and brand strategy, and in creative production
- Its lack of experience in working with clients from the MEA region can be unsuitable for potential clients from the region
- Referenced clients expect Cognizant to take proactive measures to improve process efficiency, as well as to further augment its AdTech expertise

Appendix

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

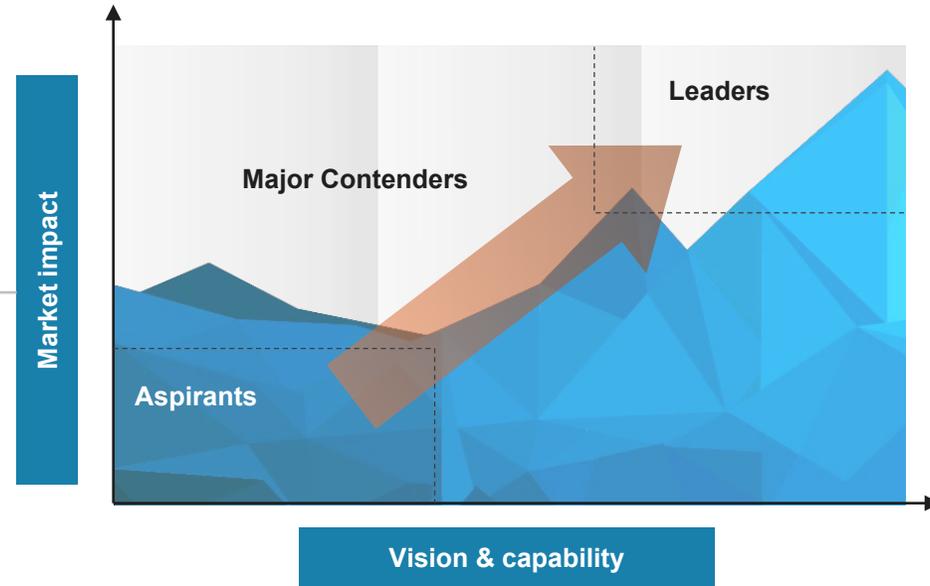
Everest Group PEAK Matrix



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



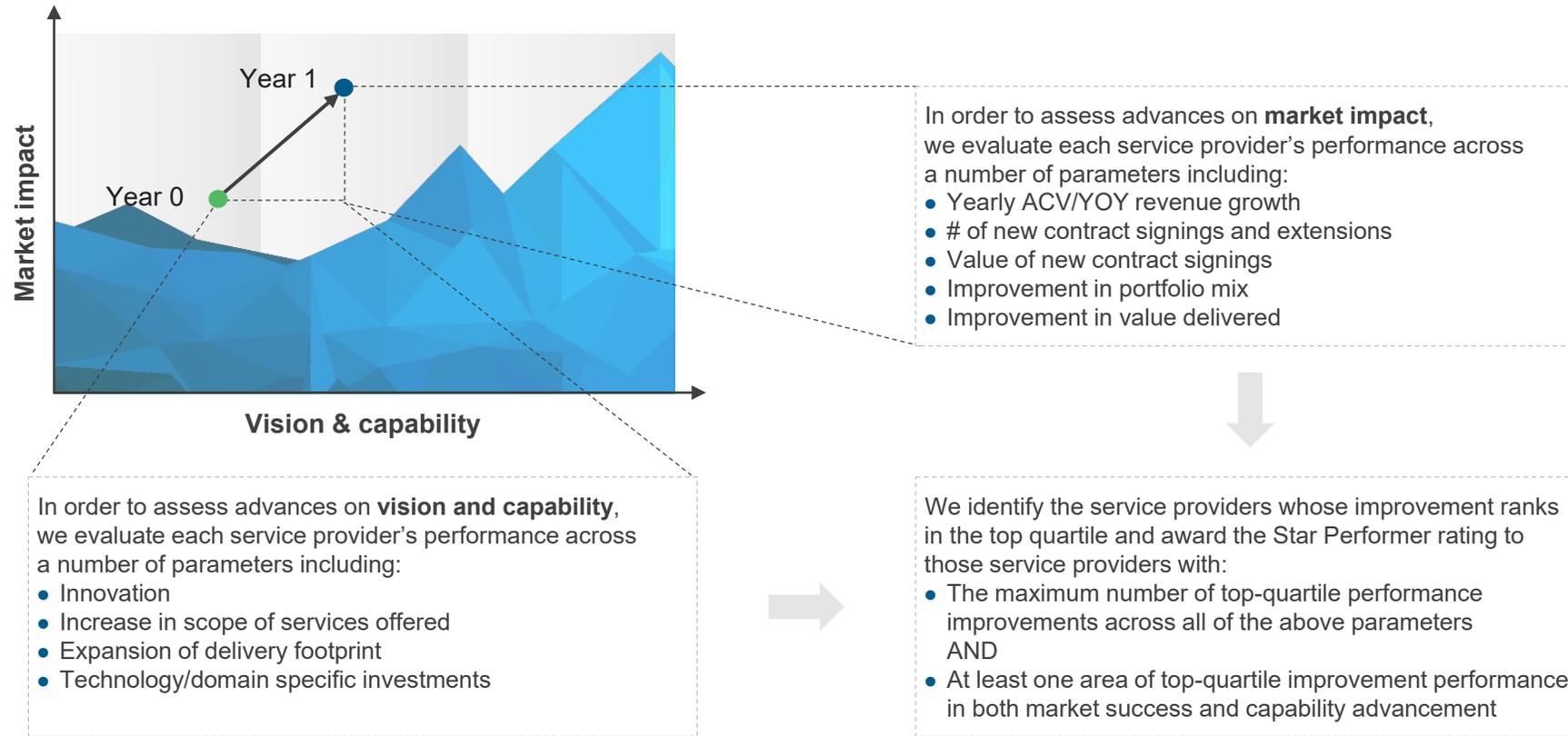
Measures ability to deliver services successfully. This is captured through four subdimensions

- 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

Everest Group confers the Star Performers title on providers that demonstrate the most improvement over time on the PEAK Matrix®

Methodology

Everest Group selects Star Performers based on the relative YOY improvement on the PEAK Matrix



The Star Performers title relates to YOY performance for a given vendor and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

FAQs

Does the PEAK Matrix® assessment incorporate any subjective criteria?

Everest Group's PEAK Matrix assessment adopts an unbiased and fact-based approach (leveraging service provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information). In addition, these results are validated / fine-tuned based on our market experience, buyer interaction, and provider/vendor briefings

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

No. The PEAK Matrix highlights and positions only the best-in-class service 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

What other aspects of PEAK Matrix assessment are relevant to buyers and providers besides the “PEAK Matrix position”?

A PEAK Matrix position is only one aspect of Everest Group's overall assessment. In addition to assigning a “Leader”, “Major Contender,” or “Aspirant” title, Everest Group highlights the distinctive capabilities and unique attributes of all the PEAK Matrix providers assessed in its report. The detailed metric-level assessment and associated commentary is helpful for buyers in selecting particular providers/vendors for their specific requirements. It also helps providers/vendors showcase their strengths in specific areas

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

- Participation incentives for buyers include a summary of key findings from the PEAK Matrix assessment
- Participation incentives for providers/vendors include adequate representation and recognition of their capabilities/success in the market place, and a copy of their own “profile” that is published by Everest Group as part of the “compendium of PEAK Matrix providers” profiles

What is the process for a service provider / technology vendor to leverage their PEAK Matrix positioning and/or “Star Performer” status ?

- Providers/vendors can use their PEAK Matrix positioning or “Star Performer” rating in multiple ways including:
 - Issue a press release declaring their positioning. See [citation policies](#)
 - Customized PEAK Matrix profile for circulation (with clients, prospects, etc.)
 - Quotes from Everest Group analysts could be disseminated to the media
 - Leverage PEAK Matrix 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 the designated POC at Everest Group.

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

PEAK Matrix assessments are designed to serve present and future needs of the enterprises. 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 as well as serve the future expectations of enterprises



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