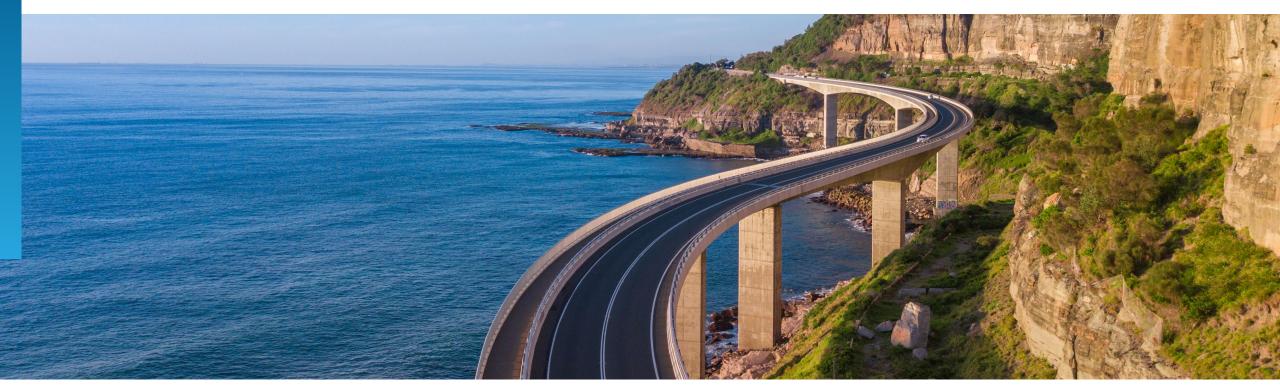


Marketing Services Provider Compendium 2022

March 2022: Complimentary Abstract / Table of Contents



Our research offerings

This report is included in the following research program(s):

Marketing Services

- ► Application Services
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- ► Intelligent Document Processing (IDP)
- ▶ Interactive Experience (IX) Services
- IT Services Executive Insights™
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- ▶ Life Sciences Information Technology
- ▶ Locations Insider™
- Marketing Services
- ▶ Market Vista™
- Mortgage Operations
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- Network Services and 5G
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- ▶ Pricing-as-a-Service
- Process Mining
- Procurement
- Recruitment
- ▶ Retirements Technologies
- Rewards and Recognition
- ▶ Service Optimization Technologies
- ▶ Software Product Engineering Services
- Supply Chain Management (SCM) Services
- Sustainability Technology and Services
- ▶ Talent Excellence GBS
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- ► Technology Skills and Talent
- Trust and Safety
- Work at Home Agent (WAHA) Customer Experience Management (CXM)

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Benchmarking

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Market intelligence

Tracking: providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios



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Our research methodology is based on four pillars of strength to produce actionable and insightful research for the industry

01

02

03

04

Robust definitions and frameworks

PEAK Matrix[®], market maturity, and technology adoption/investment

Primary sources of information

Annual contractual and operational RFIs, service provider briefings and buyer interviews, web-based surveys Diverse set of market touchpoints

Ongoing interactions
across key
stakeholders, input from
a mix of perspectives
and interests, supports
both data analysis and
thought leadership

Fact-based research

Data-driven analysis
with expert
perspectives,
trend-analysis across
market adoption,
contracting, and service
providers

Proprietary contractual database of 300+ marketing services contracts (updated annually)

Year-round tracking of 20+ marketing services providers

Large repository of existing research in marketing services

Over 30 years of experience advising clients on strategic IT, business services, engineering services, and sourcing Executive-level relationships with buyers, service providers, technology providers, and industry associations



Background of the research

The COVID-19 pandemic has transformed marketing in many ways. 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 face 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 19 marketing services providers featured on the Marketing Services PEAK Matrix® Assessment 2022

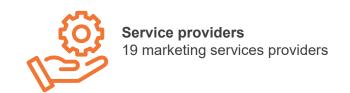
Each assessment provides a comprehensive picture of the service provider's market success, vision and strategy, service focus and capabilities, digital and technological solutions, domain investments, and buyer feedback. The assessment is based on Everest Group's annual RFI process, interactions with 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 services providers featured on the Marketing Services PEAK Matrix:

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

Scope of this report:

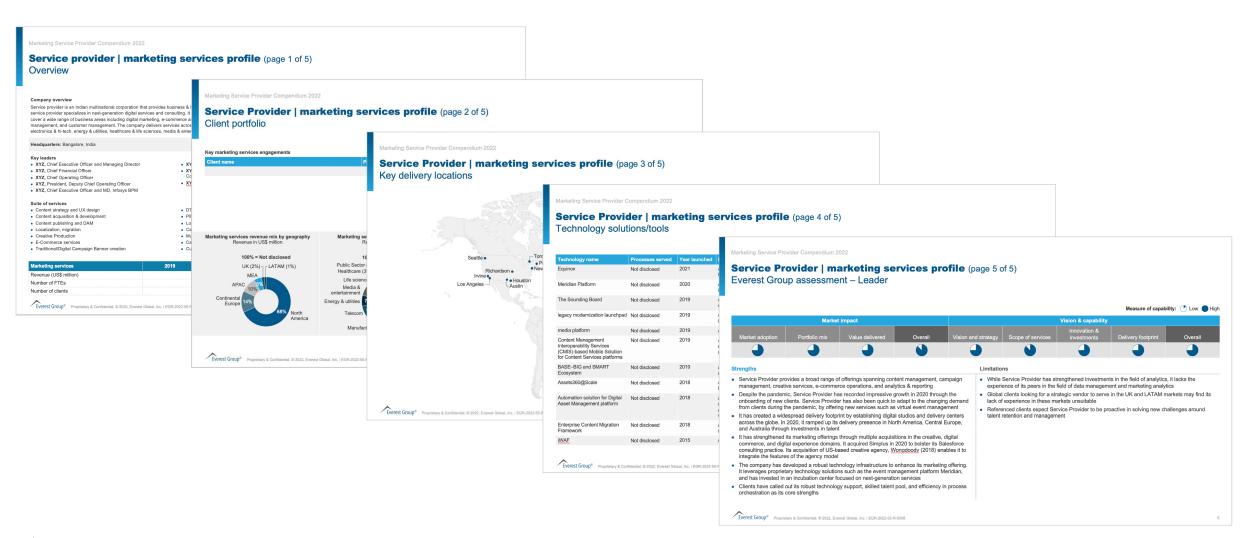








The marketing service provider compendium 2022 report has 19 provider profiles.



Research calendar

Marketing Services

		Published Planned Current release
Flagship reports		Release date
Marketing BPS PEAK Matrix® Assessment 2022		September 2020
Marketing BPS Service Provider Compendium 2020		November 2020
Marketing BPS State of the Market Report 2021		December 2020
Marketing Services PEAK Matrix® Assessment 2022		December 2020
Marketing Services Provider Compendium 2022		March 2022
Marketing Services State of the Market Report 2022		Q2 2022
Thematic reports		Release date
Digital marketing's reckoning with privacy		October 2021
Should Transformation of Marketing Operations be the In	nmediate Agenda for CMOs?	Q2 2022
Impact of COVID-19 on the Global Media Market		Q2 2022
Next-Generation Data Management for Marketing Opera	ions	Q2 2022

Note: For a list of all of our published marketing BPS reports, please refer to our website page.







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