

Marketing Services PEAK Matrix® Assessment 2022

December 2021: Complimentary Abstract / Table of Contents



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Tracking: service providers, locations, risk, technologies

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Contents

For more information on this and other research published by Everest Group, please contact us:

Manu Aggarwal, Partner

Nishant Jeyanth, Practice Director

Aseem Nousher, Senior Analyst

Divyam Goyal, Analyst

1. Introduction and overview	5
• Research methodology	6
• Key information of the report	7
• Background of the research	8
• Marketing services process map	9
2. Marketing services PEAK Matrix® characteristics	10
• PEAK Matrix framework	11
• Everest Group PEAK Matrix for marketing services	14
• Characteristics of Leaders, Major Contenders, and Aspirants	15
• 2021 Star Performers	16
• Service provider capability summary dashboard	17
3. Marketing service provider landscape	21
• Overall market share	22
• Market share by geography	23
• Market share by top industries	24
4. Enterprise sourcing considerations	25
• Leaders	25
– Accenture	26
– Cognizant	27
– Infosys	28
– Wunderman Thompson	29

Contents

• Major Contenders	30
– Capgemini	31
– Concentrix	32
– Digitas	33
– EXL	34
– HCL	35
– Isobar	36
– MediaMonks	37
– Merkle	38
– PwC Digital	39
– TCS	40
– Wipro	41
• Aspirants	42
– HGS	43
– Stefanini	44
– Webhelp	45
– WNS	46
5. Appendix	47
• Glossary	48
• Research calendar	49

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 Technologies, 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

Overview and abbreviated summary of key messages

This report examines the marketing services market and its service provider landscape. It provides detailed analysis of the capabilities and market impact of service providers and their relative position on the Everest Group PEAK Matrix. It will assist its key stakeholders understand the current state of the service provider landscape.

Some of the findings in this report, among others, are:

Everest Group Services PEAK Matrix marketing services

Everest Group classifies marketing service providers on the Everest Group Marketing Services PEAK Matrix® into three categories of Leaders, Major Contenders, and Aspirants

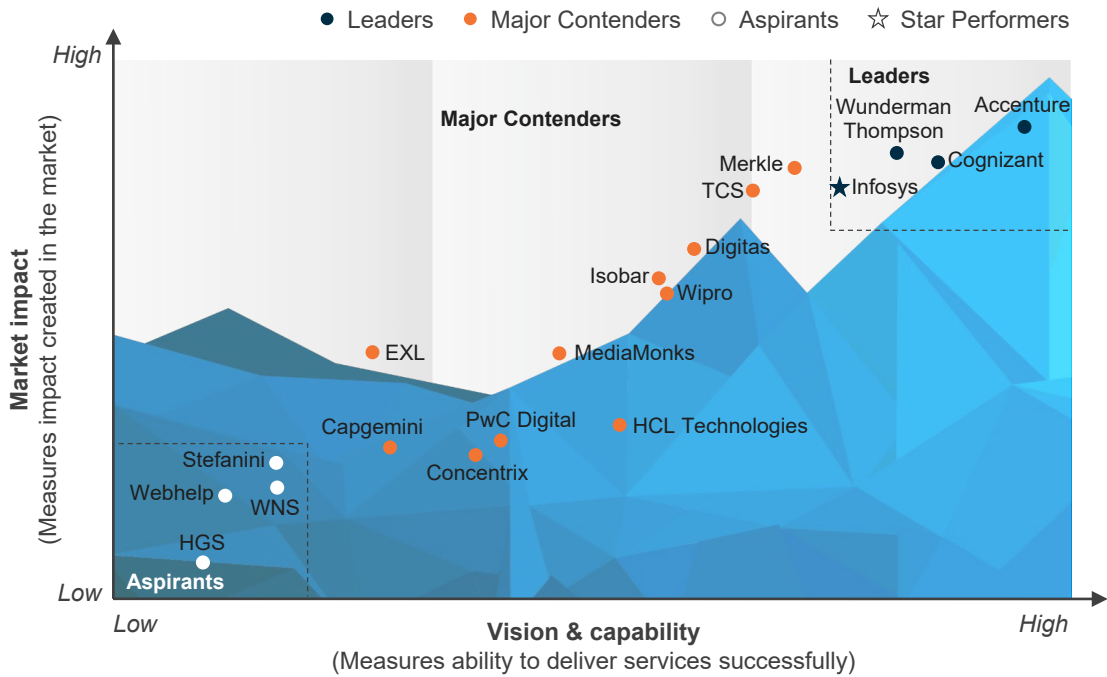
- Accenture, Cognizant, Infosys, and Wunderman Thompson are the Leaders
- Major Contenders include Capgemini, Concentrix, Digitas, EXL, HCL Technologies, Isobar, MediaMonks, Merkle, PwC Digital, TCS, and Wipro
- HGS, Stefanini, Webhelp, and WNS are the Aspirants
- Infosys has been identified as the Star Performer

Key insights on the marketing services market

- Accenture, Cognizant, Infosys, Merkle, TCS, and Wunderman Thompson contributed more than 70 percent of the market share in terms of ACV
- Accenture, Cognizant, and Wunderman Thompson is a leader in all major geographies
- TCS is a leading service provider in the APAC and EMEA
- Accenture and Cognizant have strong presence across key industries such as BFS, healthcare & life sciences, media & entertainment, and manufacturing

This study offers three distinct chapters providing a deep dive into key aspects of marketing services market; below are three charts to illustrate the depth of the report

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



Capability assessment

Illustrative example

Measure of capability: ☐ Low ● High

Service provider	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Service provider 1	●	●	●	●	●	●	●	●	●
Service provider 2	●	●	●	●	●	●	●	●	●
Service provider 3	●	●	●	●	●	●	●	●	●
Service provider 4	●	●	●	●	●	●	●	●	●
Service provider 5	●	●	●	●	●	●	●	●	●
Service provider 6	●	●	●	●	●	●	●	●	●
Service provider 7	●	●	●	●	●	●	●	●	●
Service provider 8	●	●	●	●	●	●	●	●	●
Service provider 9	●	●	●	●	●	●	●	●	●

Everest Group's remarks on service providers

Illustrative example

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

- Service provider 1 provides a broad range of offerings spanning content management, campaign management, creative services, e-commerce operations, and analytics & reporting
- It has created a widespread delivery footprint by establishing digital studios and delivery centers across the globe. In 2020, it ramped up its delivery presence in North America, Central Europe, and Australia through investments in talent

Areas of improvement

- Global clients looking for a strategic vendor to serve in the UK and LATAM markets may find its lack of experience in these markets unsuitable
- Referenced clients expect service provider 1 to be proactive in solving new challenges around talent retention and management

1 Assessments for Capgemini, 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 MediaMonks.

3 Parameters used for assessment have changed since the Marketing Services PEAK Matrix® Assessment 2020.

Source: Everest Group (2021).

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 2021

Marketing Services Service Provider Compendium 2022

Q1 2022

Marketing Services State of the Market Report 2022

Q1 2022

Thematic reports

Release date

Digital marketing's reckoning with privacy

October 2021

Should Transformation of Marketing Operations be the Immediate Agenda for CMOs?

Q1 2022

Impact of COVID-19 on the Global Media Market

Q1 2022

Next-Generation Data Management for Marketing Operations

Q1 2022

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Blog

everestgrp.com/blog

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

+1-647-557-3475

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