

# 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
- ▶ Banking and Financial Services Business Process
- ▶ Banking and Financial Services Information Technology
- ▶ Catalyst™
- ▶ Clinical Development Technology
- ▶ Cloud and Infrastructure
- ▶ Contingent Staffing
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- ▶ Digital Engineering Services
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- ▶ Digital Workplace
- ▶ Engineering Services
- ▶ Enterprise Platform Services
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- ▶ Financial Services Technology (FinTech)
- ▶ Global Business Services
- ▶ Healthcare Business Process
- ▶ Healthcare Information Technology
- ▶ Human Resources Outsourcing
- ▶ Insurance Business Process
- ▶ Insurance Information Technology
- ▶ Insurance Technology (InsurTech)
- ▶ Insurance Third-Party Administration (TPA) Services
- ▶ Intelligent Document Processing (IDP)
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- ▶ IT Services Executive Insights™
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- ▶ Outsourcing Excellence
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- ▶ 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
- ▶ Talent Excellence ITS
- ▶ Technology Skills and Talent
- ▶ Trust and Safety
- ▶ Work at Home Agent (WAHA) Customer Experience Management (CXM)

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Benchmarking

Contract assessment

Peer analysis

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

### Robust definitions and frameworks

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

02

### Primary sources of information

Annual contractual and operational RFIs, service provider briefings and buyer interviews, web-based surveys

03

### 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

04

### 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:



**Geography**  
Global



**Service providers**  
19 marketing services providers



**Services**  
Marketing services (refer to page 9 for scope of the research)

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

Marketing Service Provider Compendium 2022

### Service provider | marketing services profile (page 1 of 5)

#### Overview

**Company overview**

Service provider is an Indian multinational corporation that provides business & IT services. The company specializes in next-generation digital services and consulting. It covers a wide range of business areas including digital marketing, e-commerce management, and customer management. The company delivers services across electronics & hi-tech, energy & utilities, healthcare & life sciences, media & entertainment, and other sectors.

**Headquarters:** Bangalore, India

**Key leaders**

- XYZ, Chief Executive Officer and Managing Director
- XYZ, Chief Financial Officer
- XYZ, Chief Operating Officer
- XYZ, President, Deputy Chief Operating Officer
- XYZ, Chief Executive Officer and MD, Infosys BPM

**Suite of services**

- Content strategy and UX design
- Content acquisition & development
- Content publishing and DAM
- Localization, migration
- Creative Production
- E-Commerce services
- Traditional/Digital Campaign Banner creation

Marketing services	2019
Revenue (US\$ million)	
Number of FTEs	
Number of clients	

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Marketing Service Provider Compendium 2022

### Service Provider | marketing services profile (page 2 of 5)

#### Client portfolio

**Key marketing services engagements**

Client name	Service

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

**Marketing services revenue by industry**

Industry	Revenue (US\$ million)
Public Sector	10
Healthcare	3
Life science	
Media & entertainment	
Energy & utilities	
Telecom	
Manufacturing	

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### Service Provider | marketing services profile (page 3 of 5)

#### Key delivery locations

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### Service Provider | marketing services profile (page 4 of 5)

#### Technology solutions/tools

Technology name	Processes served	Year launched
Equinox	Not disclosed	2021
Meridian Platform	Not disclosed	2020
The Sounding Board	Not disclosed	2019
legacy modernization launchpad	Not disclosed	2019
media platform	Not disclosed	2019
Content Management Interoperability Services (CMIS) based Mobile Solution for Content Services platforms	Not disclosed	2019
BASE-BIG and SMART Ecosystem	Not disclosed	2019
Assets360@Scale	Not disclosed	2018
Automation solution for Digital Asset Management platform	Not disclosed	2018
Enterprise Content Migration Framework	Not disclosed	2018
WAF	Not disclosed	2015

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Marketing Service Provider Compendium 2022

### Service Provider | 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	Innovation & Investments	Delivery footprint	Overall
<span style="color: blue;">●</span>	<span style="color: blue;">●</span>	<span style="color: blue;">●</span>	<span style="color: blue;">●</span>	<span style="color: blue;">●</span>	<span style="color: blue;">●</span>	<span style="color: blue;">●</span>	<span style="color: blue;">●</span>	<span style="color: blue;">●</span>

**Strengths**

- Service Provider provides a broad range of offerings spanning content management, campaign management, creative services, e-commerce operations, and analytics & reporting
- Despite the pandemic, Service Provider has recorded impressive growth in 2020 through the onboarding of new clients. Service Provider has also been quick to adapt to the changing demand from clients during the pandemic, by offering new services such as virtual event management
- 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
- It has strengthened its marketing offerings through multiple acquisitions in the creative, digital commerce, and digital experience domains. Its acquisition of Simplus in 2020 to bolster its Salesforce consulting practice. Its acquisition of US-based creative agency, Wonadoody (2018) enables it to integrate the features of the agency model
- The company has developed a robust technology infrastructure to enhance its marketing offering. It leverages proprietary technology solutions such as the event management platform Meridian, and has invested in an incubation center focused on next-generation services
- Clients have called out its robust technology support, skilled talent pool, and efficiency in process orchestration as its core strengths

**Limitations**

- While Service Provider has strengthened investments in the field of analytics, it lacks the experience of its peers in the field of data management and marketing analytics
- 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 to be proactive in solving new challenges around talent retention and management

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# 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
<b>Marketing Services Provider Compendium 2022</b>	<b>March 2022</b>
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 Immediate Agenda for CMOs?	Q2 2022
Impact of COVID-19 on the Global Media Market	Q2 2022
Next-Generation Data Management for Marketing Operations	Q2 2022

Note: For a list of all of our published marketing BPS reports, please refer to our [website page](#).





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