

Marketing Services PEAK Matrix® Assessment 2023

February 2023: Complimentary Abstract / Table of Contents



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- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
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- ▶ SAP Services
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Introduction

Marketing is undergoing a transformative journey as a result of rapid developments in technology, coupled with changing customer preferences. As these technological advances become more accessible to people, interactive Customer Experience (CX) becomes critical for CMOs in developing their enterprise marketing strategy. This, coupled with the impending recession, has further added to the pressure on marketing teams to deliver more with less.

The provider ecosystem is also shifting gears from product-focused traditional marketing services to innovative, data-driven strategies that focus on customer experience. They are further exploring flexible and cost-efficient delivery models to cater to CMOs' demand for low-cost solutions around personalization, loyalty, and interactive experiences. Providers not only continue to invest in intelligent automation tools and solutions that enhance their scale of services and process efficiencies but are also exploring new technologies and platforms for augmented customer experience.

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 service 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 ongoing analysis of the marketing services market.

This report includes the profiles of the following 31 marketing service providers featured on the Marketing Services PEAK Matrix®:

- **Leaders:** Accenture, Cognizant, Deloitte Digital, Infosys, Merkle, Publicis Sapient, TCS, and Wunderman Thompson
- **Major Contenders:** Capgemini, Concentrix, Dentsu Creative, Digitas, eClerx, Epsilon, EXL, HCLTech, IBM, Majorel, Media.Monks, Performics, PwC Digital, RRD GO Creative, Tech Mahindra, and Wipro
- **Aspirants:** Dialog Direct, HGS, HH Global, Startek, Stefanini, Webhelp, and WNS

Scope of this report



Geography
Global



Service providers
31 marketing service providers



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

Overview and abbreviated summary of key messages

In this report, we present an assessment of marketing service providers featured on the Marketing Services PEAK Matrix® and detailed service provider profiles that provide a comprehensive picture of their service focus through a snapshot of their key strengths and limitations, as assessed by Everest Group.

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

Everest Group Marketing Services PEAK Matrix® Assessment 2023

Everest Group classifies 31 marketing services providers on the Everest Group Marketing Services PEAK Matrix® into three categories of Leaders, Major Contenders, and Aspirants

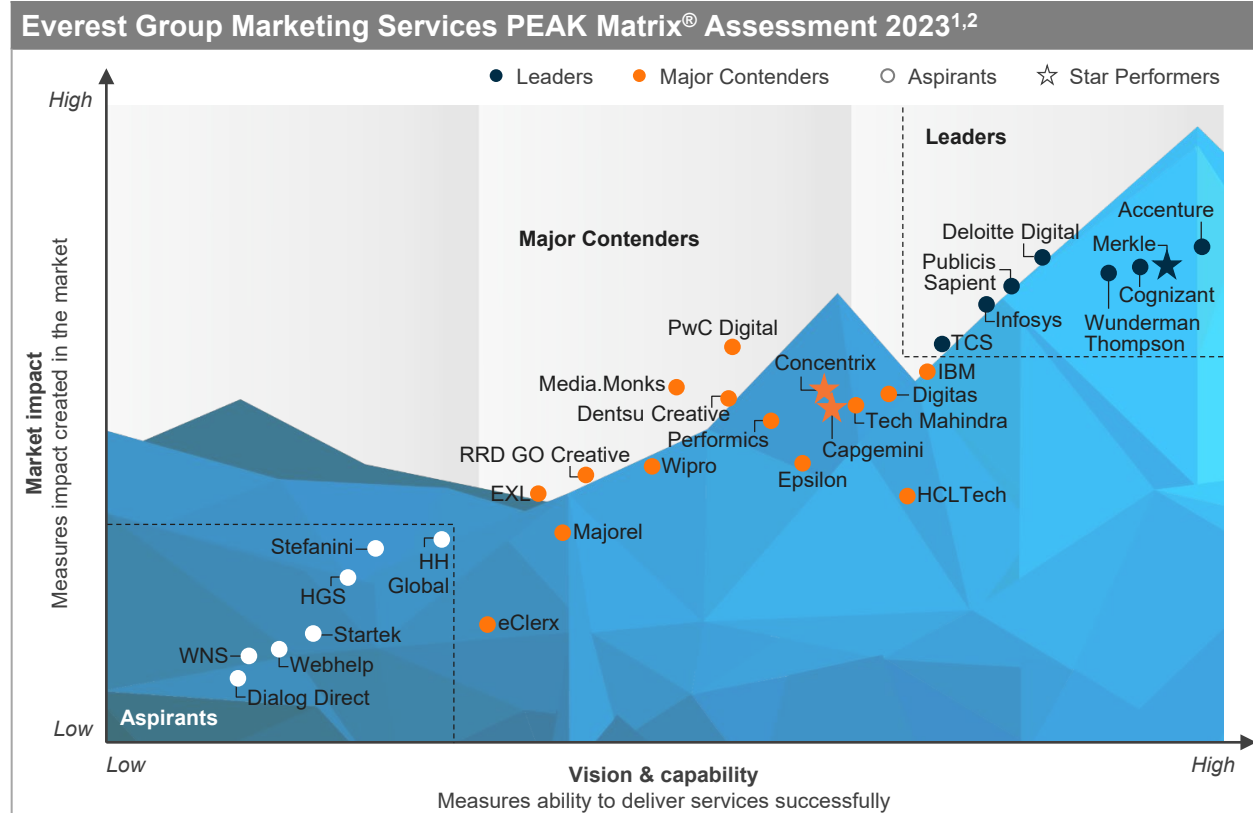
- Accenture, Cognizant, Deloitte Digital, Infosys, Merkle, Publicis Sapient, TCS, and Wunderman Thompson are the Leaders
- Major Contenders include Capgemini, Concentrix, Dentsu Creative, Digitas, eClerx, Epsilon, EXL, HCLTech, IBM, Majorel, Media.Monks, Performics, PwC Digital, RRD GO Creative, and Wipro
- Dialog Direct, HGS, HH Global, Startek, Stefanini, Webhelp, and WNS are the Aspirants

Everest Group also identified Capgemini, Concentrix, and Merkle as the Star Performers. This recognition is based on these providers' relative year-over-year movement on the PEAK Matrix®.

Key insights on marketing services market

- The top ten providers account for ~70% of the market share in terms of ACV
- Accenture and Cognizant lead across all major geographies
- Accenture and Wunderman Thompson have a strong presence across major industries

This study offers 5 distinct chapters providing a deep dive into key aspects of marketing services market; below are three charts to illustrate the depth of the report



Capability assessment Illustrative example

Measure of capability: ○ Low ● High

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

Everest Group's remarks on 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

- Provider 1, has presence across 20+ countries and has a balanced shoring mix with six global delivery centers in India
- Buyers express high satisfaction with its domain expertise and cost-efficient approach

Limitations

- Provider 1 has limited offerings in creative, media, and data & analytics
- Its limited delivery presence across various offshore locations may deter clients looking for cost-effective solutions

1 Assessments for Deloitte Digital, Dentsu Creative, Digitas, eClerx, Epsilon, HH Global, Majorel, Media.Monks, Performics, Publicis Sapient, PwC Digital, Startek, 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 Parameters used for assessment have changed since the [Marketing Services PEAK Matrix® Assessment 2022](#)

Source: Everest Group (2023)

Research calendar

Marketing Services

■ Published
 ■ Planned
 ■ Current release

Reports title	Release date
Marketing Services Provider Compendium 2022	March 2022
Marketing Services Adoption in Retail & Consumer Product Goods (CPG) Global Business Services (GBS)	May 2022
The Growing Need for Inclusive Talent Models: Learning from Impact Sourcing Specialists	May 2022
Impact of the Pandemic on the Global Media Market	May 2022
Impact Sourcing Specialist Profiles 2022	June 2022
BPS Top 50 – 2022	June 2022
A New Paradigm of Marketing Beckons: Marketing Services State of the Market Report 2022	November 2022
Dawn of the Planet of the Bots: Intelligent Automation and Marketing Services	December 2022
Marketing in a Permcrisis: a CMO Survival Toolkit	January 2023
Marketing Services PEAK Matrix® Assessment 2023	February 2023
The X, Y, Z of Marketing	Q1 2023
Marketing Services – Provider Compendium 2023	Q1 2023
Deliver From Everywhere: the Next Epoch of Marketing Services	Q2 2023
Alternatives to Third-party Data	Q2 2023
Marketing Services State of the Market 2023	Q2 2023

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