

Marketing Services PEAK Matrix® Assessment 2024

March 2024: Complimentary Abstract / Table of Contents



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- ▶ Locations Insider™
- ▶ Marketing Services
- ▶ Market Vista™
- ▶ Microsoft Azure
- ▶ Microsoft Business Application Services
- ▶ Modern Application Development (MAD)
- ▶ Mortgage Operations
- ▶ Multi-country Payroll
- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as-a-Service
- ▶ Process Intelligence
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG IT Services
- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Service Optimization Technologies
- ▶ Software Product Engineering Services
- ▶ Supply Chain Management (SCM) Services
- ▶ Sustainability Technology and Services
- ▶ Talent Genius™
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Tracking: providers, locations,
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Locations: costs, skills,
sustainability, portfolios

Contents

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| | |
|---|-----------|
| 1. Introduction and overview | 06 |
| • Research methodology | 07 |
| • Key information on the report | 08 |
| • Background of the research | 09 |
| • Marketing Services value chain | 10 |
| • Summary of key messages | 11 |
| 2. Marketing Services PEAK Matrix® characteristics | 12 |
| • PEAK Matrix framework | 13 |
| • Everest Group PEAK Matrix for Marketing Services | 16 |
| • Characteristics of Leaders, Major Contenders, and Aspirants | 17 |
| • 2023-24 Star Performers | 18 |
| • Service provider capability summary dashboard | 19 |
| 3. Marketing Service provider landscape | 23 |
| • Overall market share | 24 |
| • Market share by geography | 25 |
| • Market share by top industries | 26 |
| 4. Enterprise sourcing considerations | 27 |
| • Leaders | 27 |
| – Accenture Song | 28 |
| – Capgemini | 29 |

Contents

- Leaders (continued)
 - Cognizant 30
 - Deloitte Digital 31
 - Infosys 32
 - Merkle 33
 - TCS 34
 - VML 35
- Major Contenders 36
 - Concentrix 37
 - DDB 38
 - Dentsu Creative 39
 - Digitas 40
 - eClerx 41
 - Epsilon 42
 - EXL 43
 - FCB 44
 - Genpact 45
 - HCL Tech 46
 - IBM 47
 - Initiative 48

Contents

| | |
|--------------------------------|-----------|
| • Major Contenders (continued) | |
| – Media.Monks | 49 |
| – OMD | 50 |
| – PwC | 51 |
| – RRD Go Creative | 52 |
| – Tech Mahindra | 53 |
| – Wipro | 54 |
| • Aspirants | 55 |
| – Comviva | 56 |
| – Exelatech | 57 |
| – Firstsource | 58 |
| – HGS | 59 |
| – HH Global | 60 |
| – Randstad Digital (Cella) | 61 |
| – Stefanini | 62 |
| – Telus WillowTree | 63 |
| 5. Appendix | 64 |
| • Glossary | 65 |
| • Research calendar | 67 |

Background of the research

The marketing industry is constantly evolving, largely driven by shifting consumer preferences and the emergence of disruptive technologies. As consumers become more discerning and technology savvy, marketers are compelled to focus on delivering a comprehensive and impactful Customer Experience (CX) by developing a 360° view of their customers, creating immersive and personalized experiences across customer journey touchpoints, and driving relevant brand campaigns.

As a result, the marketing provider ecosystem is undergoing significant transformation, driven by investments in disruptive technologies, such as generative Artificial Intelligence (AI), Augmented Reality/Virtual Reality/ Extended Reality (AR/VR/XR), Customer Data Platforms (CDP), and Web3. Providers are focusing on unifying highly fragmented customer data to understand consumer sentiment and drive personalization, loyalty, and interactive experiences. Additionally, they continue to expand the marketing services delivery landscape by identifying and investing in low-cost, talent-rich regions to enable localized and cost-efficient marketing operations.

In this research, we present an assessment and detailed profiles of 34 marketing service providers featured on the marketing services PEAK Matrix®. Each provider profile provides a comprehensive picture of its service focus, key Intellectual Property (IP) / solutions, and domain investments. The assessment is based on Everest Group's annual RFI process for the calendar year 2023, interactions with leading marketing providers, client reference checks, and an ongoing analysis of the marketing services market.

This report includes the profiles of the following 34 marketing service providers featured on the marketing services PEAK Matrix:

- **Leaders:** Accenture Song, Capgemini, Cognizant, Deloitte Digital, Infosys, TCS, Merkle, and VML
- **Major Contenders:** Concentrix, DDB, Dentsu Creative, Digitas, eClerx, Epsilon, EXL, FCB, Genpact (Rightpoint), HCLTech, IBM, Initiative, Media.Monks, OMD, PwC, RRD GO Creative, Tech Mahindra, and Wipro
- **Aspirants:** Comviva, Exelatech, Firstsource, HGS, HH Global, Randstad Digital (Cella), Stefanini, and Telus WillowTree

Scope of this report



Geography
Global



Providers
34 marketing service providers



Services
Marketing services
(refer to page 10 for the 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 offer 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 34 marketing services providers on the Everest Group Marketing Services PEAK Matrix into three categories of Leaders, Major Contenders, and Aspirants

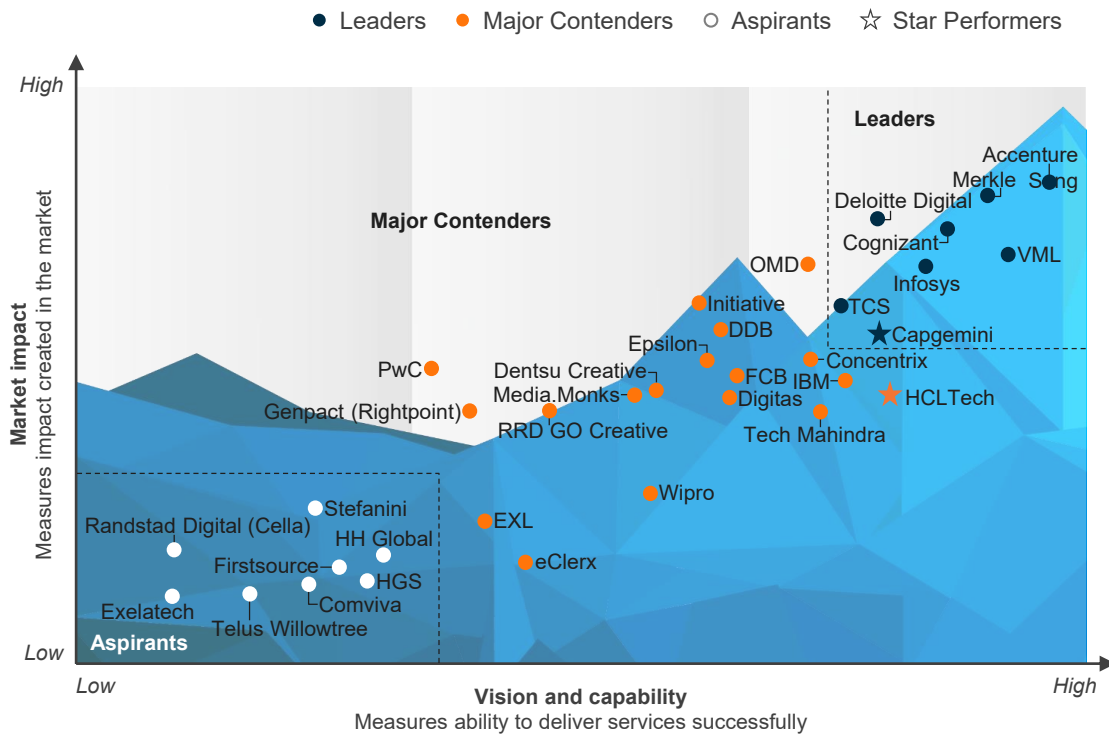
- Accenture Song, Capgemini, Cognizant, Deloitte Digital, Infosys, TCS, Merkle, and VML are the Leaders
- Major Contenders include Concentrix, DDB, Dentsu Creative, Digitas, eClerx, Epsilon, EXL, FCB, Genpact (Rightpoint), HCLTech, IBM, Initiative, Media.Monks, OMD, PwC, RRD GO Creative, Tech Mahindra, and Wipro
- Comviva, Exelatech, Firstsource, HGS, HH Global, Randstad Digital (Cella), Stefanini, and Telus WillowTree are the Aspirants Everest Group also identified Capgemini and HCL Technologies 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 ~60% of the market share in terms of ACV
- While Accenture Song and VML lead across major geographies, Merkle has a strong client base in North America and EMEA, and Cognizant has a strong presence in the APAC and LATAM regions
- Accenture Song, Cognizant, and VML have a strong presence across major industries

This study offers five 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 2024¹



1 Assessments for DDB, Deloitte Digital, Dentsu Creative, Digitas, eClerx, Epsilon, EXL, FCB, HGS, HH Global, IBM, Initiative, Media.Monks, OMD, PwC, VML, and Wipro 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
Source: Everest Group (2024)

Capability assessment

Illustrative example

Measure of capability: 🔄 Low ● High

| Providers | Market impact | | | | Vision and 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 adoption | Market impact | | | Overall | Vision and capability | | | | Overall |
|-----------------|---------------|-----------------|---------|---------|-----------------------|---------------------------|----------------------------|--------------------|---------|
| | Portfolio mix | Value delivered | Overall | | Vision and strategy | Scope of services offered | Innovation and investments | Delivery footprint | |
| 🔄 | ● | ● | ● | ● | ● | 🔄 | ● | 🔄 | ● |

Strengths

- Provider 1 has a strong presence across North America, the UK, and Europe, and offers a good onshore-offshore delivery mix with its delivery centers in India to provide cost-effective solutions to clients
- Referenced buyers express high satisfaction with Provider 1's domain knowledge, relationship management, and skilled talent pool

Limitations

- While Provider 1 caters to clients across industries, its clientele in industries such as telecom, automotive, and HLS is limited
- Referenced buyers believe that Provider 1 needs to be more proactive and improve its transition management and cost efficiency

Research calendar

Marketing Services

■ Published
 ■ Planned
 ■ Current release

| Reports title | Release date |
|---|-------------------|
| 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 Permacrisis: a CMO Survival Toolkit | January 2023 |
| Marketing Services PEAK Matrix® Assessment 2023 | February 2023 |
| The X, Y, Z of Marketing | March 2023 |
| Marketing Services – Provider Compendium 2023 | April 2023 |
| Generative AI: The New Age of Artificial Intelligence | May 2023 |
| Safeguarding Brand Reputation in the Modern Era | September 2023 |
| The Yin and Yang of Today's Marketing: Marketing Services State of the Market 2023 | October 2023 |
| Marketing's Generative AI-ffair: Infusing Generative AI's Magic into Enterprise Marketing Functions | December 2023 |
| Global Marketing Operations: the Central Piece of Your Marketing Transformation | December 2023 |
| Marketing Services PEAK Matrix® Assessment 2024 | March 2024 |
| Loyalty Services: an Imperative for Exponential Growth | Q2 2024 |
| The Goliaths of Advertising | Q2 2024 |

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