



# Marketing Services PEAK Matrix<sup>®</sup> Assessment 2025

May 2025



Marketing and Interactive Experience



# Our research offerings

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

## Marketing and Interactive Experience

- ▶ Advanced SciTech
- ▶ Amazon Web Services (AWS)
- ▶ Application Services
- ▶ Artificial Intelligence (AI)
- ▶ Asset and Wealth Management
- ▶ Banking and Financial Services Business Process
- ▶ Banking and Financial Services Information Technology
- ▶ Catalyst™
- ▶ Clinical Development Technology
- ▶ Cloud and Infrastructure
- ▶ Contingent Staffing
- ▶ Contingent Workforce Management
- ▶ Contract Research Organization Services
- ▶ Customer Experience Management Services
- ▶ CX Excellence
- ▶ CXM Technology
- ▶ Cybersecurity
- ▶ Cyber Threat Detection and Response
- ▶ Data and Analytics
- ▶ Digital Adoption Platforms
- ▶ Digital Services
- ▶ Digital Workplace
- ▶ Employee Experience Management (EXM) Platforms
- ▶ Employer of Record (EOR)
- ▶ Engineering Research and Development
- ▶ Enterprise Platform Services
- ▶ Exponential Technologies
- ▶ Finance and Accounting
- ▶ Financial Crime and Compliance
- ▶ Financial Services Technology (FinTech)
- ▶ Forces & Foresight™
- ▶ GBS and Shared Services
- ▶ Google Cloud
- ▶ HealthTech
- ▶ Human Resources
- ▶ Insurance Business Process
- ▶ Insurance Information Technology
- ▶ Insurance Technology (InsurTech)
- ▶ Insurance Third-Party Administration (TPA) Services
- ▶ Intelligent Document Processing
- ▶ IT Services Excellence
- ▶ IT Talent Excellence
- ▶ Lending and Mortgages
- ▶ Life Sciences Business Process
- ▶ Life Sciences Commercial Technologies
- ▶ Life Sciences Information Technology
- ▶ Locations Insider™
- ▶ Market Vista™
- ▶ Marketing and Interactive Experience
- ▶ Microsoft Azure
- ▶ Microsoft Business Application Services
- ▶ Modern Application Development (MAD)
- ▶ Multi-country Payroll
- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Payment Integrity Solutions
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ ProcureTech
- ▶ Recruitment
- ▶ Retail and CPG
- ▶ 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™
- ▶ Technology Skills and Talent
- ▶ Trust and Safety
- ▶ Value and Quality Assurance (VQA)

If you want to learn whether your organization has a membership agreement or request information on pricing and membership options, please contact us at [info@everestgrp.com](mailto:info@everestgrp.com)

Learn more about  
our custom research capabilities

Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: providers, locations, risk,  
technologies

Locations: costs, skills, sustainability,  
portfolios

# Contents

5	Introduction and overview	27	IBM
6	Research methodology	28	Infosys
7	Key information on the report	29	Merkle
8	Introduction	30	TCS
9	Focus of the research	31	VML
10	Summary of key messages	32	Major Contenders
		33	Concentrix
11	Marketing Services PEAK Matrix® characteristics	34	Dentsu Creative
12	PEAK Matrix framework	35	DEPT
15	Everest Group PEAK Matrix for Marketing Services	36	Digitas
16	Characteristics of Leaders, Major Contenders, and Aspirants	37	eClerx
17	Star Performers	38	EXL
18	Provider capability summary dashboard	39	HCLTech
		40	.Monks
22	Enterprise sourcing considerations	41	PwC
22	Leaders	42	Rightpoint (a Genpact company)
23	Accenture Song	43	RRD
24	Capgemini	44	Stagwell
25	Cognizant	45	Tech Mahindra
26	Deloitte Digital	46	TP Infinity
		47	Wipro

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

**Nitish Mittal**, Partner

**Nisha Krishan**, Vice President

**Vaani Sharma**, Senior Analyst

**Akshara Vaidhyanathan**, Senior Analyst

**Copyright © 2025 Everest Global, Inc.**

We encourage you to share these materials internally in accordance with your license. Sharing these materials outside your organization in any form – electronic, written, or verbal – is prohibited unless you obtain the express, prior, and written consent of Everest Global, Inc. It is your organization's responsibility to maintain the confidentiality of these materials in accordance with your license of them.

# Contents

48	Aspirants
49	Comviva
50	Concord
51	Exelatech
52	HGS
53	HH Global
54	Randstad Digital (Cella)
55	Appendix
56	Glossary
57	Research calendar

# Introduction and overview

Research methodology

Key information on the report

Introduction

Scope of the research

Summary of key messages

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

## 01 Robust definitions and frameworks

Function-specific pyramid, Total Value Equation (TVE), PEAK Matrix®, and market maturity

## 02 Primary sources of information

Annual contractual and operational RFIs, 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

## 04 Fact-based research

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

---

Proprietary contractual database of over 500 marketing and interactive experience contracts (updated annually)

Year-round tracking of 30+ marketing and interactive experience providers

Large repository of existing research in Marketing and Interactive Experience

Over 30 years of experience advising clients on strategic IT, business services, engineering services, and sourcing

Executive-level relationships with buyers, providers, technology providers, and industry associations

# This report is based on key sources of proprietary information

- Proprietary contract-based database, which tracks the following elements of each contract:
  - Buyer details including size and signing region
  - Contract details including provider, contract type, TCV and ACV, provider FTEs, start and end dates, duration, and delivery locations
  - Scope details including share of individual buyer locations being served in each contract, Line of Business (LoB) served, and pricing model employed
- Proprietary provider database, which tracks the following elements of each provider:
  - Revenue and number of FTEs
  - Number of clients
  - FTE split by LoB
  - Revenue split by region
  - Location and size of delivery centers
  - Technology solutions developed
- Provider briefings
  - Vision and strategy
  - Annual performance and future outlook
  - Key strengths and improvement areas
  - Emerging areas of investment
- Buyer reference interviews, ongoing buyer surveys, and interactions
  - Drivers of and challenges to adopting services
  - Assessment of provider performance
  - Emerging priorities
  - Lessons learned and best practices

## Providers assessed<sup>1,2</sup>



<sup>1</sup> Assessments for Deloitte Digital, PwC, HH Global, DEPT, Stagwell, Dentsu Creative, Digitas, VML, and Rightpoint (a Genpact company) excludes service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interactions with buyers

<sup>2</sup> Assessment of Concentrix, Exelatech, and .Monks, includes partial inputs from the service provider and is based on Everest Group's estimates that leverage Everest Group's proprietary data assets, service providers public disclosure, and Interaction with buyers  
Source: Everest Group (2025)

# Introduction

The marketing services landscape is undergoing rapid transformation, with service providers increasingly focusing on technologies that enable data-driven, personalized, and AI-powered customer experiences.

The ecosystem is experiencing growing investments in technologies such as gen AI, agentic AI, and advanced analytics, enabling intelligent decision-making, automation, and hyper-personalization. Service providers are increasingly investing in partnerships and in-house technologies to streamline marketing service offerings by optimizing content creation, customer segmentation, and campaign performance.

Service providers are expanding their scope of services by merging technology and creative capabilities.

Simultaneously, service providers continue to consolidate and unify their marketing services offerings under integrated branded offerings, positioning themselves as one-stop shops to meet the needs of customers increasingly prioritizing vendor consolidation.

The assessment is based on Everest Group's annual Request for Information (RFI) process for calendar year

2024, interactions with leading marketing service providers, client reference checks, and ongoing analysis of the marketing services market. Each provider profile provides a comprehensive picture of its service focus, key Intellectual Property (IP) / solutions, and domain investments.

**This report includes the profiles of the following 30 marketing service providers featured on the Marketing Services PEAK Matrix:**

- **Leaders:** Accenture Song, Capgemini, Cognizant, Deloitte Digital, IBM, Infosys, Merkle, TCS, and VML
- **Major Contenders:** Concentrix, DEPT, Dentsu Creative, Digitas, eClerx, EXL, HCLTech, .Monks, PwC, Rightpoint (a Genpact company), RRD, Stagwell, Tech Mahindra, TP Infinity, and Wipro
- **Aspirants:** Comviva, Concord, Exelatech, HGS, HH Global, and Randstad Digital (Cella)

## Scope of this report

**Geography:** global

**Industry:** all

**Services:** marketing services

# Marketing services value chain

Our marketing services research covers the following elements of the marketing landscape

	 Customer	 Content	 Campaign	 Marketing support	 Media channels
Strategy and advisory	<ul style="list-style-type: none"> <li>• User experience strategy</li> <li>• Customer journey mapping</li> <li>• Industry analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing mix strategy</li> <li>• Branding</li> </ul>		<ul style="list-style-type: none"> <li>• Commerce strategy</li> <li>• Loyalty strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Channel selection</li> <li>• Channel optimization</li> <li>• Media purchase strategy</li> </ul>
Planning	Market research planning	Content planning	Campaign design and planning	Commerce cataloguing and curation	
Activation		<ul style="list-style-type: none"> <li>• Content production</li> <li>• Content localization and optimization</li> <li>• Content migration</li> <li>• Content personalization</li> <li>• Content post-production</li> <li>• Quality assurance and testing</li> </ul>	<ul style="list-style-type: none"> <li>• Campaign execution (ad operations)</li> <li>• Campaign optimization and support</li> <li>• Campaign spend optimization</li> </ul>	<ul style="list-style-type: none"> <li>• Sales enablement</li> <li>• Loyalty program execution</li> <li>• Social/Mobile command center</li> <li>• Lead nurturing and management</li> </ul>	Programmatic ad buying
Measurement			Campaign performance evaluation	Marketing spend effectiveness	Media measurement

## Enabling pillars

### Data, analytics, and reporting

- Business monitoring
- Reporting and analytics
- Micro moment insights and customer journey analytics

- Data-driven planning
- Data privacy

### Platforms

Outside the scope of this RFI

### Infrastructure

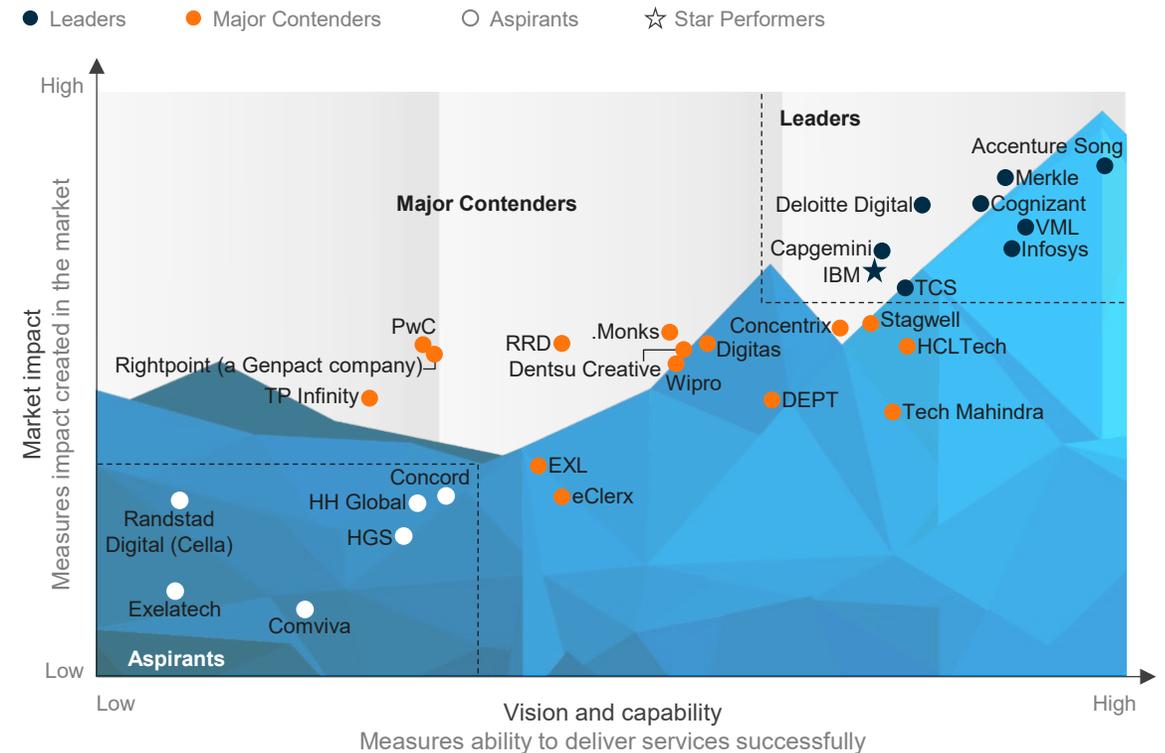
Outside the scope of this RFI

# Summary of key messages

## Marketing Services PEAK Matrix® assessment 2025

- Everest Group classified 30 Marketing service providers on Everest Group PEAK Matrix® into the three categories of Leaders, Major Contenders, and Aspirants
- The PEAK Matrix® is a framework to assess the market impact and vision and capability of technology providers
- Based on Everest Group’s comprehensive evaluation framework, the PEAK Matrix®, the 30 marketing service providers evaluated were segmented into three categories (in alphabetical order within each category):
  - **Leaders:** Accenture Song, Capgemini, Cognizant, Deloitte Digital, IBM, Infosys, Merkle, TCS, and VML
  - **Major Contenders:** Concentrix, DEPT, Dentsu Creative, Digitas, eClerx, EXL, HCLTech, .Monks, PwC, Rightpoint (a Genpact company), RRD, Stagwell, Tech Mahindra, TP Infinity, and Wipro
  - **Aspirants:** Concord, Comviva, Exelatech, HH Global, HGS, and Randstad Digital (Cella)

## Everest Group Marketing Services PEAK Matrix® Assessment 2025<sup>1,2</sup>



<sup>1</sup> Assessments for Deloitte Digital, Dentsu Creative, DEPT, Digitas, HH Global, PwC, Rightpoint (a Genpact company), Stagwell, VML excludes service provider inputs and are based on Everest Group’s proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group’s interactions with buyers

<sup>2</sup> Assessment of Exelatech, Concentrix, and .Monks includes partial inputs from the service provider and is based on Everest Group’s estimates that leverage Everest Group’s proprietary data assets, service providers public disclosure, and Interaction with buyers  
Source: Everest Group (2025)

# Marketing Services PEAK Matrix® characteristics

PEAK Matrix framework

Everest Group PEAK Matrix for Marketing Services

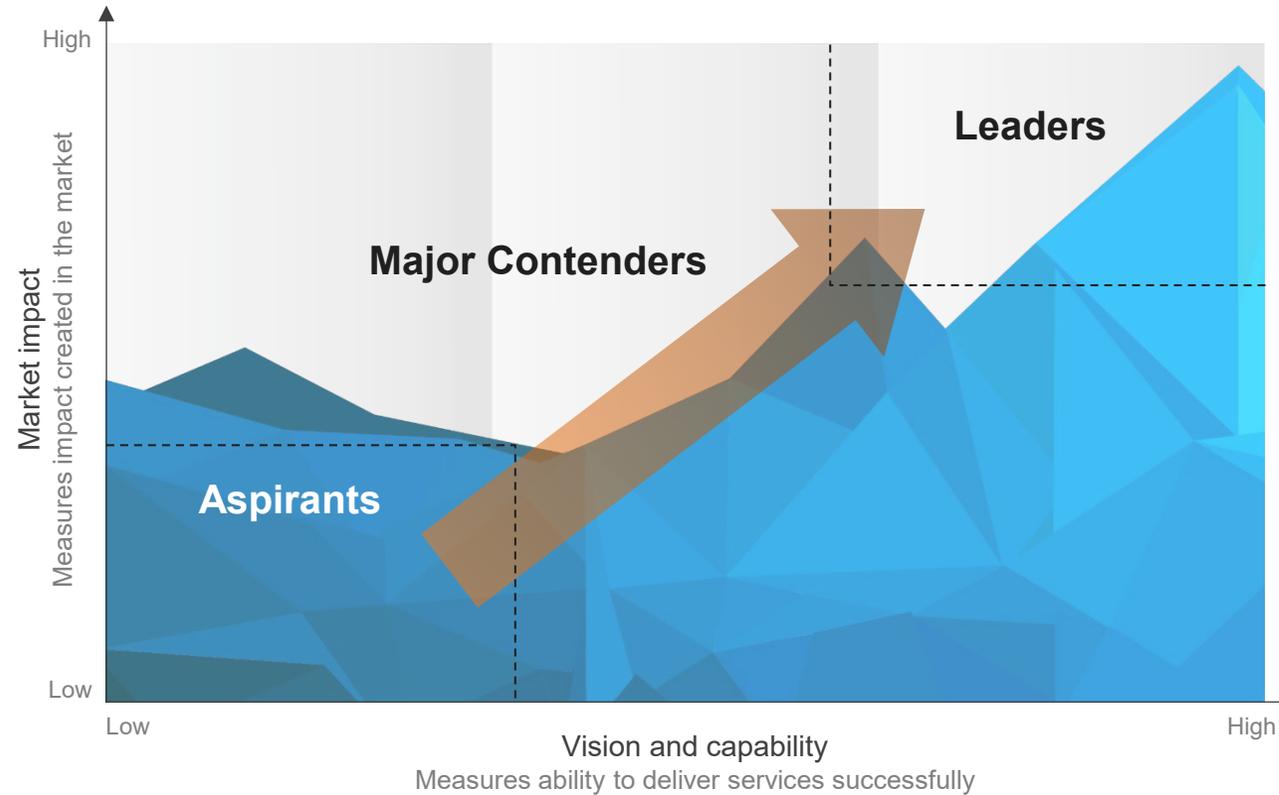
Characteristics of Leaders, Major Contenders, and Aspirants

Star Performers

Provider capability summary dashboard

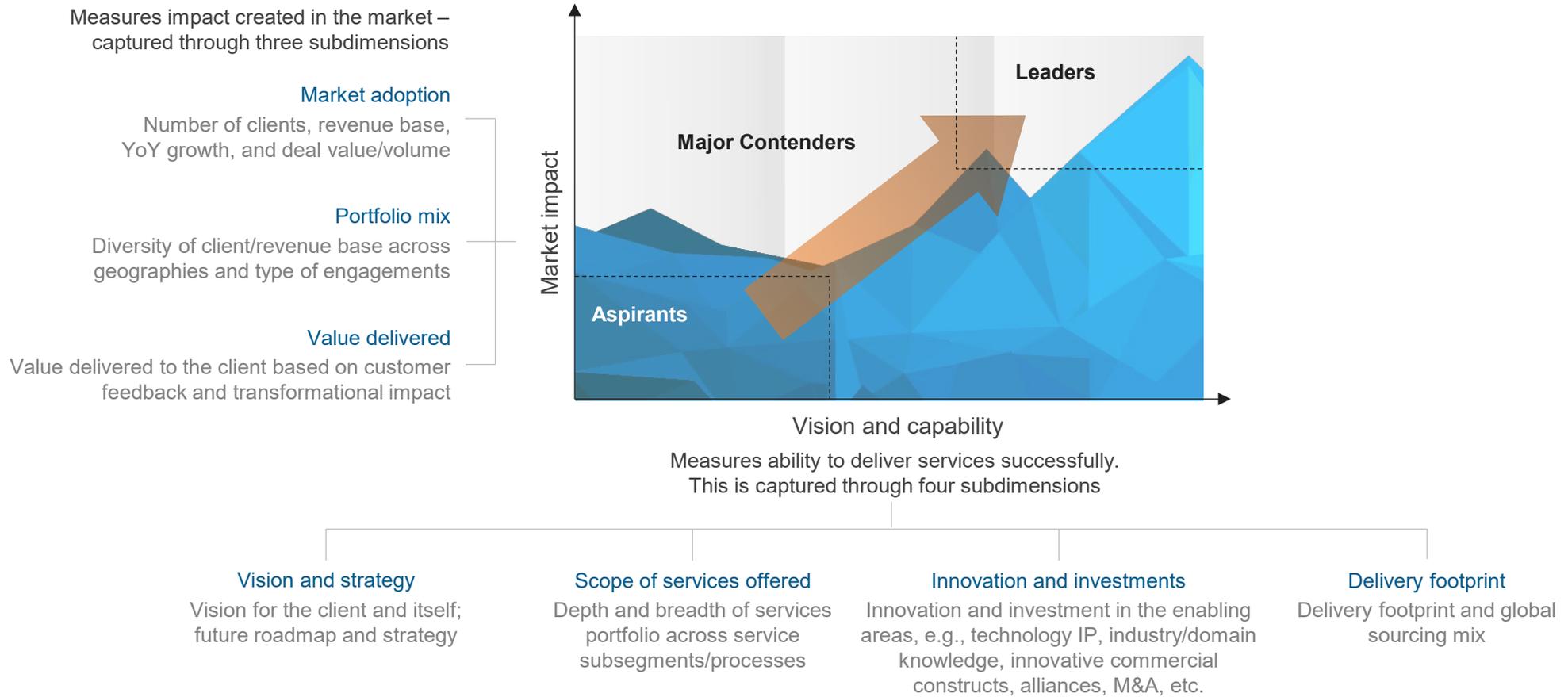
# Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision and capability

## Everest Group PEAK Matrix



Please click [Everest Group PEAK Matrix®](#) for more information

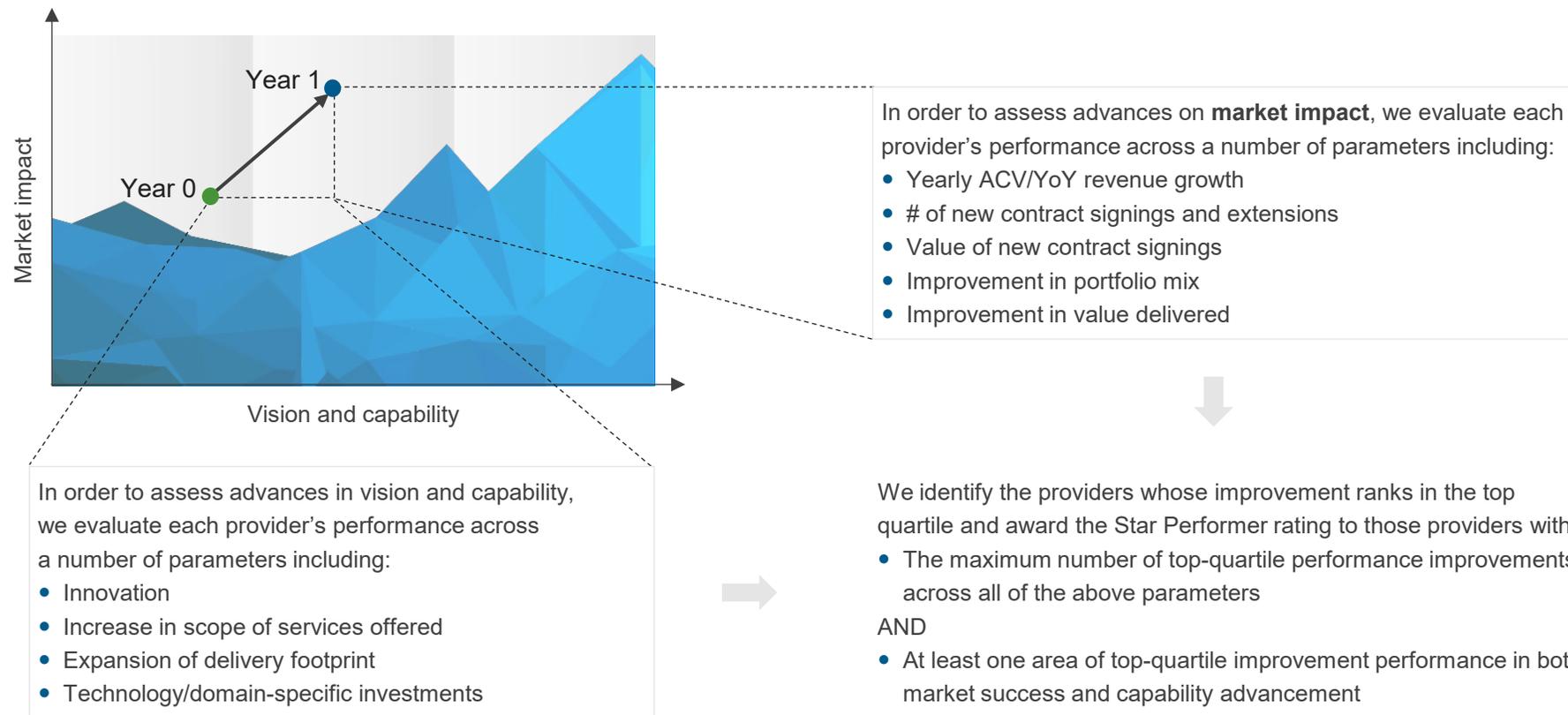
# Services PEAK Matrix® evaluation dimensions



# Everest Group confers the Star Performer title on providers that demonstrate the most improvement over time on the PEAK Matrix®

## Methodology

Everest Group selects Star Performers based on the relative YoY improvement on the PEAK Matrix



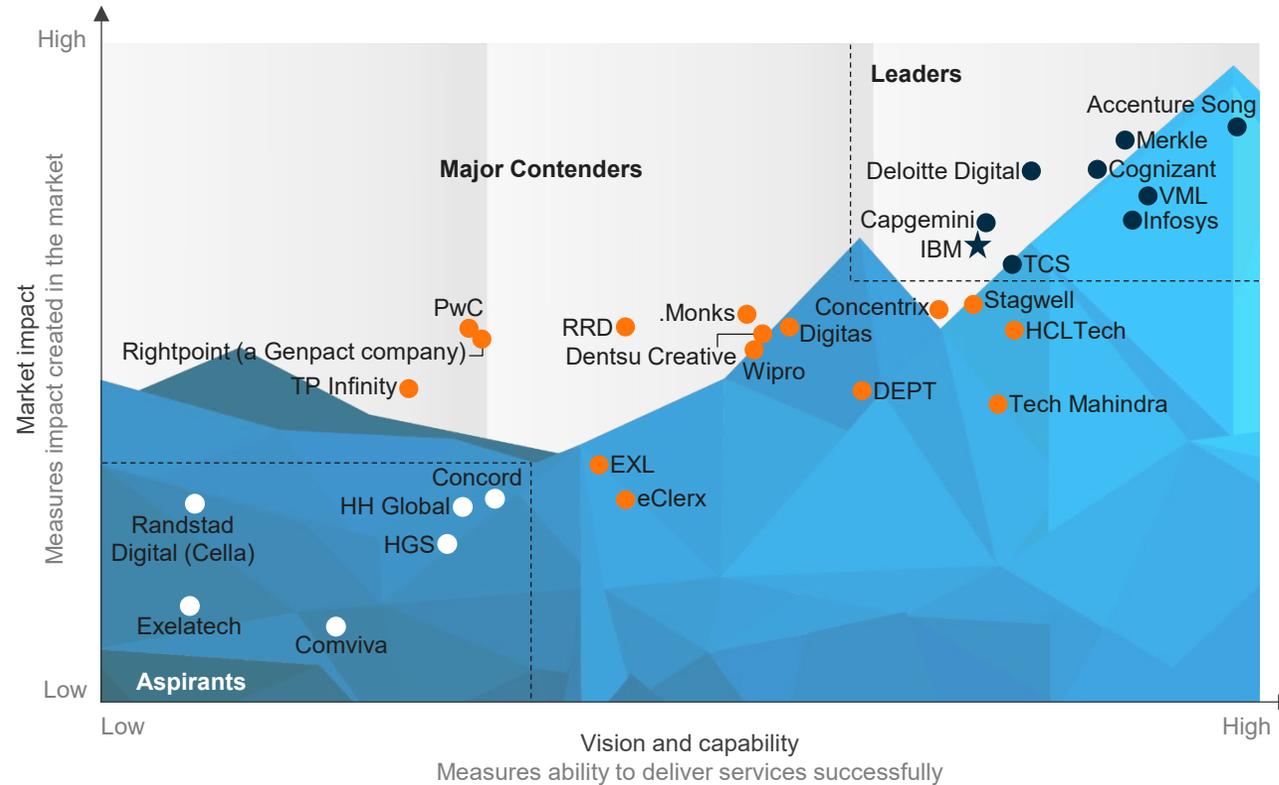
The Star Performer title relates to YoY performance for a given provider and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

# Everest Group PEAK Matrix®

## Marketing Services PEAK Matrix® Assessment 2025

### Everest Group Marketing PEAK Matrix® Assessment 2025<sup>1,2</sup>

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



<sup>1</sup> Assessments for Deloitte Digital, Dentsu Creative, DEPT, Digitas, HH Global, PwC, Rightpoint (a Genpact company), Stagwell, VML excludes service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interactions with buyers

<sup>2</sup> Assessment of Exelatech, Concentrix, and .Monks includes partial inputs from the service provider and is based on Everest Group's estimates that leverage Everest Group's proprietary data assets, service providers public disclosure, and Interaction with buyers  
Source: Everest Group (2025)

# Marketing Services PEAK Matrix® characteristics

## Leaders

Accenture Song, Capgemini, Cognizant, Deloitte Digital, IBM, Infosys, Merkle, TCS, and VML

- Leaders have end-to-end capabilities across the marketing services value chain including creative production, media services, content management, CX strategy and design, loyalty services, commerce, and data and analytics. They have also built strong advisory and strategy offerings to augment their services
- Leaders have built a strong and balanced delivery portfolio, with a significant presence in all major geographies and a workforce that is adept in multiple languages
- Leaders have developed robust end-to-end MarTech capabilities for customer research, journey mapping, omnichannel customer view, and loyalty management, and they maintain a robust ecosystem of partnerships with leading MarTech/AdTech vendors
- They differentiate themselves through their long-term vision of managing emerging marketing services themes such as AI including gen AI and automation and innovative delivery models

## Major Contenders

Concentrix, DEPT, Dentsu Creative, Digitas, eClerx, EXL, HCLTech, .Monks, PwC, Rightpoint (a Genpact company), RRD, Stagwell, Tech Mahindra, TP Infinity, and Wipro

- Major Contenders have selective capabilities in parts of the marketing services value chain and actively pursue organic and inorganic investment opportunities to fill in their portfolio gaps
- They are building capabilities to serve different geographies and industry segments, while specializing in a few regions and verticals
- They continue to invest in emerging technologies and platforms and partner with third-party vendors to cater to the demands of a diverse clientele

## Aspirants

Concord, Comviva, Exelatech, HH Global, HGS, and Randstad Digital (Cella)

- Aspirants, with their limited scope of services, are focused on niche geographies, industries, or buyers, and have a relatively small scale of operations and a skewed shoring mix
- They offer innovative service delivery models; however, their capabilities in specialized services such as creative and media are currently limited

# Everest Group has identified one provider as Star Performer in 2025

Marketing services Star Performers	Distinguishing features of market impact in 2025	Distinguishing features of capability advances in 2025	Change in PEAK Matrix® positioning for Marketing services
<b>IBM</b>	<ul style="list-style-type: none"><li>• IBM has become one of the highest growing service providers in the market and has demonstrated significant growth rate in its marketing services revenue</li><li>• Referenced buyers commend IBM for its relationship management, domain expertise, and cost efficiency</li></ul>	<ul style="list-style-type: none"><li>• IBM has invested in multiple partnerships across content management systems, Digital Asset Management (DAM), and AI agents enhancing its marketing service offerings. It has also launched WPP Open for B2B in partnership with WPP, leveraging watsonx data and AI platform to address B2B marketing challenges</li><li>• IBM has launched IBM Consulting Advantage, an AI-driven delivery platform that leverages IBM and strategic partner technologies to enhance consulting expertise and deliver at scale</li></ul>	Moved from <b>Major Contender</b> to <b>Leader</b>

# Summary dashboard | market impact and vision and capability assessment of providers for marketing services

## Leaders

Measure of capability:  Low  High

Provider	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
Accenture Song									
Capgemini									
Cognizant									
Deloitte Digital									
IBM									
Infosys									
Merkle									
TCS									
VML									

# Summary dashboard | market impact and vision and capability assessment of providers for marketing services (page 1 of 2)

## Major Contenders

Measure of capability:  Low  High

Provider	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
Concentrix									
Dentsu Creative									
DEPT									
Digitas									
eClerx									
EXL									
HCLtech									
.Monks									

# Summary dashboard | market impact and vision and capability assessment of providers for marketing services (page 2 of 2)

## Major Contenders

Measure of capability:  Low  High

Provider	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
PwC									
Rightpoint (a Genpact company)									
RRD									
Stagwell									
Tech Mahindra									
TP Infinity									
Wipro									

# Summary dashboard | market impact and vision and capability assessment of providers for marketing services

Aspirants

Measure of capability:  Low  High

Provider	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
Comviva									
Concord									
Exelatech									
HGS									
HH Global									
Randstad Digital (Cella)									

# Enterprise sourcing considerations

## Leaders

- Accenture Song
- Capgemini
- Cognizant
- Deloitte Digital
- IBM
- Infosys
- Merkle
- TCS
- VML

# Accenture Song

Everest Group assessment – Leader

Measure of capability:  Low  High

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
								

### Strengths

- Accenture Song, the technology-powered creative group strengthened by its strategy and consulting expertise, offers a wide range of marketing services including content management, campaign performance, omnichannel experience, and marketing ecosystem management
- It has a strong suite of in-house solutions including Unified Marketing Platform, a suite of gen AI-driven and data-related solutions strengthened by agentic architecture; and SynOps offering dynamic personalized experiences, work automation, ecosystem connectivity, and advanced analytics
- It has invested heavily in gen AI-driven solutions including Derivio (Derivative Content Generation), InstructGen, CRISP, AI-retail, CPG.ai, and Intelligent Content Advisor
- Additionally, it has also invested in gen AI partnerships with OpenAI, Scale, and Microsoft. Acquisitions of Martian, Cresta.AI, and Ammagamma further enhance its AI capabilities
- It has also completed multiple acquisitions adding to its marketing service capabilities including Lumery, a MarTech consultancy; Unlimited, a customer engagement agency; and GemSeek, an analytics provider
- Buyers laud Accenture Song’s innovation, domain expertise, and delivery model

### Limitations

- Most of its clients are large organizations with annual revenues exceeding US\$20 billion, with limited experience with small size buyers
- While it has presence across a variety of industries, its presence in segments such as telecom, e-commerce, and travel and hospitality is limited
- Buyers noted proactiveness and ease of navigation across multiple daughter agencies as some areas of improvements for Accenture Song

# Capgemini

## Everest Group assessment – Leader

Measure of capability:  Low  High

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
								

### Strengths

- Capgemini offers a wide range of marketing services including content personalization, campaign services, loyalty services, media planning, and creative operations
- It has a robust suite of partnerships including Adobe, Salesforce, Sprinklr, Google, and Sitecore offering content management, CRM, paid media, and analytics
- Capgemini has launched gen AI-driven Content Velocity and gen AI-driven customer activation and marketing journeys aiding in orchestrating customer journeys end-to-end. It has also invested in Azure Data Factory in partnership with Microsoft, accelerating gen AI investments across industries, while maintaining regulatory compliance
- Its Connected Marketing Operations offering provides gen AI-driven solutions including content, campaign management, media planning, and performance management services. It has also launched the Connected Marketing Engine in partnership with Adobe offering real-time sentiment analysis, personalized product recommendations, customer segmentation, and personalized campaign creation
- It has also launched gen AI-driven marketing assistants including first-party data assistant aiding in transforming unstructured data to structured data, segmentation assistant providing attributes and behavior insights, and campaign assistant, aiding in generation of micro-campaigns
- Buyers highlighted the quality of service and domain expertise as key strengths for Capgemini

### Limitations

- While Capgemini serves various sectors including retail, CPG, e-commerce, and BFSI, its capabilities in serving clients from healthcare, technology, travel and hospitality, and telecom and media verticals remain largely untested
- While it serves a variety of geographies such as North America, the UKI, Continental Europe, and APAC regions, it has limited exposure to provide marketing services to LATAM and MEA regions
- Buyers emphasized relationship management and streamlined decision-making as key areas of improvement for Capgemini

# Cognizant

## Everest Group assessment – Leader

Measure of capability:  Low  High

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
								

### Strengths

- Cognizant offers a wide range of marketing services including customer journey orchestration, user persona creation, content generation, campaign management, MarTech optimization, ad operations, and performance evaluation
- It has built a robust suite of in-house solutions including Cognizant Neuro, offering end-to-end automation; Cognizant Leaf, offering dynamic experience modification using customer data and demand; Content Builder, offering content automation; and Ads Builder, offering ad production across channels at scale
- Cognizant Campaign+, a gen AI-driven accelerator, offers end-to-end marketing services including customer journey orchestration, user persona builder, content generation, campaign development, and performance analysis
- It has developed an extensive partnership ecosystem – collaborating with Adobe (Platinum solutions partner), Salesforce, Google Cloud, Shopify, Microsoft, and Jasper – offering digital solutions, commerce capabilities, AI, and analytics services
- It has also made investments in developing metaverse accelerators on Unreal and Unity platforms

### Limitations

- Although Cognizant has in-depth expertise in customer research, content management, and campaign services, it presents scope to expand into marketing support and media activation services
- While Cognizant predominantly serves technology, BFSI, e-commerce, CPG, and life sciences, it has limited experience in serving clients across verticals such as telecom, media and entertainment, travel and hospitality, and retail, and presents opportunities to expand into these sectors
- While Cognizant services clients in North America, Continental Europe, the UKI, and APAC regions, its ability to serve MEA, LATAM, and ANZ markets remains largely untested

# Deloitte Digital

## Everest Group assessment – Leader

Measure of capability:  Low  High

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
								

### Strengths

- Deloitte Digital leverages its strong synergies with Deloitte Consulting to demonstrate depth and breadth of coverage for customer experience transformation services, offering marketing services ranging from CX strategy and consulting, customer segmentation, creative solutions, content management, commerce, and omnichannel marketing
- It has a strong suite of in-house solutions including CreativEdge, a gen AI-based campaign management tool; HUX, a platform that integrates data and orchestration technologies; and Content Intelligence Hub, that aids in delivering intelligent content in a personalized manner
- It boasts a robust technology partnership ecosystem, with partners such as Adobe, Salesforce, Oracle, AWS, and SAP. It also established a strategic alliance with Genesys, to enhance customer experience and scale loyalty-building CX
- It also introduced agentforce accelerators, in partnership with Salesforce and Anthropic, to assist enterprises with Large Language Model (LLM) use cases in highly regulated sectors. Its strategic alliance with Google Marketing Platform also aids in offering ad implementation, activation, and optimization

### Limitations

- While Deloitte Digital offers a wide range of marketing services, its dedicated expertise in offering media-related services such as media activation is limited
- It predominantly serves large enterprises with revenues exceeding US\$10 billion. While it does cater to midsized buyers, its experience in assisting small and midsized buyers is relatively limited
- It can further enhance its market evangelization efforts in the marketing services space

# IBM

## Everest Group assessment – Leader and Star Performer

Measure of capability:  Low  High

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
								

### Strengths

- IBM offers a wide range of marketing services including customer segmentation, content management, and campaign operations and execution; its BPO capabilities complemented with strategy, consulting, and digital transformation expertise of IBM IX enable it to provide services across the marketing services value chain
- It has a strong suite of proprietary solutions including IBM Watson Advertising Accelerator, offering dynamic creative optimization; IBM Watson Advertising Weather Targeting, offering campaign performance improvement; IBM Watson Advertising Predictive Audiences, offering first-party data-based audience segmentation; and IBM Cognos Analytics offering data visualization
- Additionally, the IBM Consulting Marketing Workbench platform offers gen AI-powered content, persona, journey creation, and real-time insight generation
- It has a robust suite of commercial-of-the-shelf tools enhancing its marketing services. This includes Marketing Hub, DaVinci, Bynder, Storyblok, Microsoft Fabric, Salesforce CRM, and Canva
- It has a balanced delivery mix with over 50% of its FTEs based out of offshore locations to provide cost arbitrage to its clients, along with 50+ global design studios enabling it to provide localized support to its clients
- Buyers laud IBM for its domain expertise and relationship management

### Limitations

- IBM's scale of resources supporting media channels is comparatively limited and may hinder its ability to effectively serve clients looking for end-to-end solutions
- IBM presents opportunities to expand its portfolio mix across geographies such as the UKI, APAC, ANZ, and LATAM regions; industries such as e-commerce, CPG, technology, travel, telecom and media; and buyer segments such as small and mid-sized enterprises
- Buyers highlight proactiveness, innovation, and greater collaboration as some areas of improvements for IBM

# Infosys

## Everest Group assessment – Leader

Measure of capability:  Low  High

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
								

### Strengths

- Infosys Aster is an AI-driven comprehensive suite of marketing services, powered by Infosys Cobalt and Topaz, to enhance brand relevance and customer experience
- Infosys Topaz offers an AI-first set of services, solutions, and platforms offering capabilities including conversational AI, video analytics, content supply chain, campaign operations, e-commerce operations, and hyper-personalized recommendations
- Gen AI Business Operations Platform includes a suite of AI-first offerings such as Answer Smart, Market Smart, Discover Smart, Draft Smart, Insight Smart, and Multilingual Conversational AI
- It has 50+ strong partnerships, including Rocketium, Fluidio, Sitecore, Adobe, Salesforce, Opentext, and Acquia, offering AI-powered automation, content management, digital asset management, analytics, and cloud
- It has also partnered with Camelot, Rubick.ai, Seedtag, and Bluerank for performance marketing, media buying, digital marketing, e-commerce enablement, and contextual advertising

### Limitations

- While Infosys Aster predominantly serves North America, Continental Europe, and APAC, its ability to serve clients in certain geographies, including the UKI, ANZ, and LATAM regions, remains largely limited
- Although it services multiple industries such as BFSI, automotive, manufacturing, retail and distribution, and CPG, it has limited experience in serving clients from travel and hospitality, e-commerce, technology, and telecom and media verticals
- It has limited experience in employing outcome-based and hybrid pricing constructs, which can be a limitation for buyers seeking shared accountability in their commercial constructs

# Merkle

## Everest Group assessment – Leader

Measure of capability:  Low  High

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
								

### Strengths

- Merkle, an experience consultancy under Dentsu International, lies at the intersection of strategy, design, technology, and data, offering campaign execution, marketing strategy, loyalty management, commerce, and analytics services
- It acquired Tag, offering content and CXM services; Omega, a Spanish consultancy specializing in CRM services; and Shift7, offering B2B commerce services
- Merkle boasts a robust suite of proprietary solutions including GenCX, a gen AI-driven insights and intelligence platform; Intelligent Messaging, a personalized messaging solution used across channels; and LoyaltyPlus, a loyalty products and points management solution
- Merkury, the data, identity, and insights platform of Merkle is augmented by Merkury for Media, an end-to-end media solutions offering intelligent media allocation and optimization; Merkury for Commerce, bringing together identity resolution platform and consumer data for commerce strategy and planning; and Merkury for Creativity, assisting in building personalized campaigns across channels
- It has established partnerships with technology leaders such as Figma, Meta, Google, Adobe and AWS, offering experience innovation, cloud, customer experience, and digital expertise

### Limitations

- While Merkle has an established client base in North America, the UKI, Continental Europe, and APAC, its experience in serving customers from the ANZ and MEA regions remains largely untested
- Although Merkle serves technology, retail and distribution, manufacturing and BFSI verticals, it has limited experience in serving clients across verticals such as travel and hospitality and media and entertainment, which might act as a deterrent for buyers looking for domain expertise within these verticals
- Majority of its clients are small and mid-sized; however, its experience in serving large buyers is relatively limited

# TCS

## Everest Group assessment – Leader

Measure of capability:  Low  High

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
								

### Strengths

- TCS offers a wide range of marketing services such as content production and omnichannel campaign operations under their TCS Interactive practice
- It boasts a strong suite of in-house solutions including Content.AI and SoGenAI for content creation; Service.AI offering contextual responses; TCS Cognix offering customer journey orchestration, content localization, and campaign execution; and TCS Dexam offering democratization and commercialization of data
- TCS Smart Marketing Concierge is the proprietary gen AI-driven holistic platform offering campaign strategy, execution, and management. This is powered by other in-house platforms such as TCS TwinXTM and TCS Content.AI, which aid in customer engagement and content generation
- It boasts a robust suite of partnerships including Adobe, Salesforce, Google, and Pega offering analytics, marketing, AI, and CRM services; Bigcommerce, Mirakle, and Shopify for commerce services; and Sprinklr and Hootsuite for social media management
- It continues to invest in TCS Pace Studios, with recent investment in Sweden to explore emerging technologies and expand in the Nordic region
- Buyers highlighted skilled talent pool, cost efficiencies, domain expertise, account management, and service delivery as key strengths for TCS

### Limitations

- While TCS predominantly serves North America, the UKI, and Continental Europe, it has limited experience in serving clients in the LATAM, MEA, APAC, and ANZ markets, which might dissuade clients seeking strong presence in those markets
- While TCS serves BFSI, telecom and media, technology, retail and CPG, healthcare, and life sciences verticals, its exposure to verticals such as manufacturing, e-commerce, and travel and hospitality is limited
- Buyers highlighted that consistent innovation across teams, proactiveness, and streamlined talent structure ensuring smoother execution would enrich their engagements with TCS

# VML

## Everest Group assessment – Leader

Measure of capability:  Low  High

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
								

### Strengths

- VML was formed through the merger of VMLY&R and Wunderman Thompson, and positions itself as a growth partner, offering a wide range of marketing services including communications, creatives, campaign services, commerce, omnichannel strategy, and CRM
- It has developed multiple proprietary solutions, including Oto, which aids in centralizing customer data; Streaem, a self-service retail media platform; BrandGuardian, an AI-driven platform assisting in brand governance and compliance; and ShelfMaster, which aids in adapting content according to different channels facilitating in relevant customer experience
- It has established 50+ partnerships with prominent technology providers including Adobe Experience Cloud, Salesforce, ShopifyPlus, SAP, Sitecore, Contentful, Optimizely, and Salsify
- It boasts a global delivery network across 150+ offices in 60+ markets, strengthened by Wunderman Thompson’s strong presence across Europe and APAC and VMLY&R’s US coverage

### Limitations

- VML has opportunities to expand its offshore presence serving its marketing operations, which can further enhance its ability to offer cost-effective solutions to its clients
- It has limited experience in engaging with small and midsized buyers, with most of its clients consist of large buyers
- It can further enhance its market evangelization efforts for case studies in the marketing services space

# Enterprise sourcing considerations

## Major contenders

- Concentrix
- Dentsu Creative
- DEPT
- Digitas
- eClerx
- EXL
- HCLTech
- .Monks
- PwC
- Rightpoint (a Genpact company)
- RRD
- Stagwell
- Tech Mahindra
- TP Infinity
- Wipro

# Concentrix

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

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
								

### Strengths

- Concentrix offers a wide range of marketing services including customer journey analytics, CDP, loyalty, content strategy, creatives, channel mix strategy, campaign orchestration, and sales enablement
- Concentrix serves its clients across various industries including automotive, BFSI, technology, media, and retail. It offers its services across North America and APAC. Its presence in EMEA is further strengthened by its acquisition of Webhelp in 2023
- It has a suite of proprietary tools including iX Hello (a gen AI-driven virtual assistant) and VOXMiner (which offers thematic and categorical analysis). Within its digital marketing capabilities, it offers customer journey analytics, journey orchestration, AI-enabled segmentation, AI-enabled content generation, and campaign operations
- It collaborates with leading technology providers, including Adobe Experience Cloud, Mirakl, AWS, Stripe, Coveo, and Salesforce, offering AI adoption, commerce, personalization, and CRM services
- Its Marketing Engagement Platform, powered by Salesforce, also offers personalized communications, campaign management, and enables omnichannel campaign localization for local retailers

### Limitations

- Although Concentrix provides marketing services across various industries, its experience of serving serve CPG, manufacturing, and telecom sectors remain limited
- Its buyer size mix is skewed toward large enterprises, which might act as a deterrent for small enterprises looking to outsource their marketing services from engaging with it
- It presents scope to further enhance its in-house technology infrastructure dedicated to marketing services

# Dentsu Creative

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

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
								

### Strengths

- Dentsu International established Dentsu Creative in 2022 through the merger of its creative agencies – DentsuMB, 360i, and Isobar. It offers a wide range of marketing services including brand strategy, content strategy, content production, digital commerce, and retail design
- It leverages several frameworks such as Behavior Mapping Technique for impactful customer moments and relevant message delivery for transformational experiences and StoryTelling framework for building customer-centric content
- Dentsu Creative has a strong suite of proprietary tools including content production platforms such as Content Symphony, an AI-based scalable content delivery tool
- It has also invested in DAN marketing cloud that enables clients to run multi-touch attribution models
- Dentsu Creative showcases a strong thought leadership focus, delivering flagship reports
- It continues to invest in next-generation solutions such as Dentsu VI, an end-to-end solution powered by Dentsu Creative Singapore’s CGI specialists, aiding brands in creating their virtual identities in the digital world

### Limitations

- Dentsu Creative lacks the partnership ecosystem of its peers, which hinders its ability to offer end-to-end marketing solutions to its clients
- It has a highly onshore-centric delivery model, which limits its ability to benefit from cost arbitrage
- While Dentsu Creative is focused on creative strategy and content production, its capabilities in marketing support activities are limited, and it relies on sister agencies under Dentsu International for the same

# DEPT

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

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
								

### Strengths

- DEPT is an AI-driven marketing agency offering a range of services including brand foundations, campaign execution, content personalization, omnichannel performance media, and commerce
- Ada by DEPT is a marketing technology platform that optimizes digital operations by offering automation and data integration powered by AI
- It has a robust suite of partnerships with technology vendors such as Adobe, Salesforce, Optimizely, Google, Meta, Microsoft, Shopify, and Amazon, offering personalized content experience, cloud solutions, commerce, and paid search
- It has expanded its geographical presence by acquiring Tekno Point, a Mumbai-based marketing agency specializing in Adobe DX solutions. Additionally, it has also established a dedicated hub in Bangalore, solidifying its presence in India

### Limitations

- DEPT's market evangelization efforts such as thought leaderships specific to marketing services remain limited; strengthening these initiatives could enhance visibility and credibility in the space
- It presents scope to develop proprietary solutions for end-to-end marketing service offerings

# Digitas

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

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
								

### Strengths

- Digitas, the networked experience agency under Publicis Group, offers a range of marketing services including content, loyalty, media strategy, and end-to-end CRM
- It has invested in multiple in-house solutions such as Digitas AI, a generative AI operating system that leverages LLMs within a secure environment to deploy customer-facing brand experiences; Share Worthy and Trending (S.W.A.T.) “Suite” to accelerate social transformation and design shoppable social experiences; and Digitas Go, offering flexible on-demand services including social assets, performance creative, and new product campaigns
- It has entered into partnerships with MoEngage, offering AI-powered customer engagement; Contentful, helping develop content platforms; Salesforce and Adobe, for campaign management and CRM integration; and Magento and Oracle for commerce operation
- Additionally, it also leverages its sister agency, Publicis Sapient, for technology solutions such as CoreAI, an AI-led platform that unifies enterprise data points to generate insights for activities such as creative production and media planning

### Limitations

- Digitas’ existing delivery model is predominantly focused on onshore and nearshore locations, potentially limiting options for buyers interested in more cost-effective offshore support
- Due to its limited capabilities in delivering marketing operations at scale, it is more suitable for short-term strategic engagements for creative and media services
- It has limited experience in serving the needs of mid-sized buyers with a significant share of its current client portfolio skewed toward large buyers

# eClerx

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

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
								

### Strengths

- eClerx offers a wide range of marketing services including customer segmentation, content optimization strategy, omnichannel campaign execution, customer journey analytics, MarTech stack enablement, media mix, and attribution modeling
- It has developed a strong suite of proprietary solutions including Market360, offering KPI tracking and insights; CXFluid, a product content management system; eClerx Roboworx, offering automation of essential business processes; and Merchandiser, ensuring content compliance
- eClerx' GenAI360 is a suite of accelerators aimed at helping enterprises elevate customer experiences driven by AI, offering on-demand insights, end-to-end marketing support for campaign management with tools for automated campaign planning, and content creation, compliance, and optimization of customer care operations
- It has established an extensive network of partnerships with leading technology providers including Adobe, Salesforce, CleverTap, Socialize+, Snowflake, Celonis, Braze, and MoEngage
- Buyers identified proactiveness, flexibility, adaptability, transparency, and relationship management as key strengths for eClerx' marketing services offerings

### Limitations

- While eClerx serves a wide range of industry verticals such as banking and financial services, manufacturing, retail and distribution, and technology, it has relatively limited experience in serving clients within e-commerce, CPG, and healthcare verticals
- Although it offers a diverse array of services, its expertise is limited in certain areas such as programmatic ad buying, media measurement services, and customer-related services
- eClerx portrays limited ability to cater to the requirements of large enterprises
- Buyers identified improved language capabilities and data and analytics capabilities would further enhance their engagements with eClerx

# EXL

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

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
								

### Strengths

- EXL Services, a provider of data analytics, digital transformation, and digital solutions, offering marketing services including customer journey mapping, advanced analytics, campaign planning and management, campaign performance optimization, SEO/SEM optimization, and media mix measurement
- While EXL Services primarily focuses on BFSI, it is also diversifying into RCPG via its e-commerce offerings and expanding its capabilities with recent partnership with QuiltAI, which offers a range of solutions including customer segmentation, sentiment analysis, and content generation
- Its robust set of proprietary solutions includes Marketing-as-a-service (MaaS) / Data-as-a-service (DaaS) platforms, which offer self-serve capabilities for omnichannel marketing execution; Digital Blueprint, which offers customer journey map and simulation blueprints; and Data Factory, which provides end-to-end data management and analytics governance framework
- EXL Services has a robust suite of partnerships including AWS, AutomationAnywhere, Tableau, and Tealium offering data management and cloud, automation and robotics, reporting and visualization, and asset management capabilities
- Buyers highlight responsiveness, ability to be nimble, process expertise, and data and analytics capabilities as key strengths of EXL Services

### Limitations

- While EXL Services has established a strong presence across North America, the UKI, and APAC, its experience in serving clients in LATAM and Continental Europe remains relatively limited. Additionally, its industry expertise is limited in sectors such as telecom and media, retail, CPG, and technology
- Limited familiarity with outcome-based, gain-sharing and hybrid pricing models might dissuade potential buyers looking for business arrangements geared toward achieving tangible outcomes
- While EXL Services serves most of its clients through offshore locations in India, with some onshore support, it presents scope to expand into nearshore locations
- Buyers identified improving focus on innovation, which can further enrich their engagements with EXL Services

# HCLTech

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

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
								

### Strengths

- HCLTech continues to strengthen its marketing service offerings including customer journey optimization, sales enablement, loyalty management, content management, campaign optimization, and media measurement
- It has a well-dispersed client mix ranging from small and midsize companies to large companies with revenue of more than US\$20 billion
- It has a robust suite of proprietary solutions including CommerceAI, XR studio, MetaHuman, Advantage Experience Conversational Analytics, Advantage AI Content Assist, offering personalized product recommendations, development of AR, VR, and MR applications, content creation, categorization, and overall enhancement of customer experience
- HCLTech maintains a strong partnership ecosystem with technology providers such as Adobe, Salesforce, Acquia, Sitecore, and Microsoft Dynamics for customer experience and advanced analytics solutions. Additionally, its investments with hyperscalers such as Google Cloud and Microsoft also enhance gen AI-driven innovation
- It has invested in 60+ co-innovation labs including design innovation centers and cloud-native labs. It has also invested in ideaX, the virtual innovation lab 2024 dedicated to cross-industry innovation, and Metafinity labs dedicated to delivering industrialized metaverse use cases
- Buyers identified adaptability and skilled talent pool as some of the key strengths of HCLTech

### Limitations

- Its expertise in serving clients other than North American markets such as UKI, Continental Europe, and APAC regions remain untested
- While it offers marketing services across multiple verticals including manufacturing, technology, healthcare, and telecom, its expertise in serving clients in the retail, CPG, and insurance verticals is limited
- Buyers highlighted cost efficiencies and domain expertise as some areas of improvements for HCLTech

# .Monks

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

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
								

### Strengths

- Media.monks, rebranded as .Monks, has streamlined its services into two integrated practices – marketing and technology – powered by Monks.Flow, its AI-driven platform. A dedicated consulting group underlies supporting end-to-end solutions from strategy to implementation
- .Monks is focusing on integrating and simplifying its offerings by creating a unified one-stop shop for clients
- Monks.flow, the AI-driven, cloud-agnostic managed service, enhances marketing workflows across strategy, creative, content syndication, and insights
- .Monks has a robust suite of partnerships including Adobe Experience and Marketing Cloud, Runway, Tagboard, and AWS
- In collaboration with NVIDIA, it has also launched Agentic AI Advisory Group that acts as the consulting team for Monks foundry, which deploys custom gen AI models tailored to enterprise data and domain knowledge

### Limitations

- Its limited offshore presence restricts .Monks' ability to provide cost-effective solutions at scale to its clients
- While .Monks continues to invest in technology services, it also presents opportunities to invest in innovative talent management and streamline processes
- .Monks needs to further focus on altering market perception of only being a content production provider by diversifying service portfolio across media and commerce services

# PwC

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

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
								

### Strengths

- PwC offers a range of services including CX design and strategy, loyalty, commerce, creative services, and campaign operations
- It has a strong suite of in-house solutions such as Lead Enricher and Cost Optimizer (LECO) solutions, an AI-driven platform that aids in spend optimization and accelerates sales through smart lead allocation; and Customer Link, a customer data platform, which assists in building targeted audiences
- It has partnered with Adobe for Adobe Experience Cloud offering content velocity, omnichannel commerce, marketing operations, and metaverse. It has also established strategic alliances with Salesforce, Google, Microsoft, AWS, and SAP
- It has over 30 global experience centers around world, delivering services across North America, Europe, and APAC

### Limitations

- Despite its broad range of services, PwC Digital’s expertise in supporting creative and media services is limited
- Most of its clients are large and midsize buyers, which could be a deterrent for small buyers with marketing outsourcing needs to engage with it
- Its limited delivery presence across various offshore locations may deter clients looking for cost-effective solutions

# Rightpoint (a Genpact company)

Everest Group assessment – Major Contender

Measure of capability:  Low  High

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
								

### Strengths

- Genpact acquired Rightpoint in 2019 to strengthen its offerings in digital transformation including marketing operations. Their combined portfolio of marketing services covers customer strategy, content and campaign management, and commerce strategy
- It has a robust suite of technology partners including Adobe Experience Cloud, Optimizely, Anaplan, Salesforce, AWS, and Google Cloud
- It recognizes strategic focus of gen AI integration at scale across use cases such as personalized strategy, personalized content, and campaign creation. This is characterized by gen AI platforms such as OpenAI, Midjourney, media.io, and Dalle3
- It is proactively expanding its nearshore and offshore delivery teams, enhancing mixed delivery models, and extending its global reach by actively setting up nearshore development centers

### Limitations

- While it has a strong focus on the North American regions, it presents scope to further expand into APAC, LATAM, and Europe
- While it has strategic partnerships with leading technology providers, it lacks a proprietary set of tools and platforms within the marketing domain

# RRD

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

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
								

### Strengths

- RR Donnelley (RRD) offers marketing and business communications, design and strategy, creative production, and marketing automation. It predominantly serves its clients in the US and Canada, in BFSI, CPG, and retail and distribution verticals
- It has a robust technology stack including Helium for copywriting; MyVid for scalable personalized video campaigns; Avenue for content automation, Pixissors for AI-based image enhancement; Acuity for web-based research; RRD Marketing Services Portal for end-to-end creative services on demand; and nCountR, its digital in-store retail media network
- Precision Dialogue, RRD’s Composable Data Management Platform (CDMP) enables real-time, cross-channel customer interaction. PD360 offers cloud-native data management and multi-channel marketing and campaign operations
- It has partnered with Wildcreek Studios, Crawford, Toppan, 42matters, Celtra, Circana, and CommerceSignals to offer solutions such as SEO/SEM services, document optimization, translation services, data management, creative production, and cloud-based solutions
- It completed the acquisition of Valassis, adding capabilities such as social media marketing, display advertising, and NXTDRIVE, its Customer Data Management platform

### Limitations

- RRD’s expertise in serving clients in regions such as APAC, LATAM, and Europe remains limited
- Its lack of experience in serving clients from verticals including technology, telecom and media, and automotive may limit its ability to cater to a broader audience
- RRD lags peers in market evangelization strategy with limited case studies and thought leadership content on its website
- While it has strong capabilities related to content and campaign services, its ability to offer marketing support and media-related services remain limited

# Stagwell

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

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
								

### Strengths

- Stagwell is a digital-first marketing organization formed with a 70+ agencies network through acquisitions in data, creative, and media segments. It offers a wide range of marketing services including creative and content, media solutions, and digital transformation
- It has been expanding its global footprint with strategic acquisitions, including ADK Global – an integrated marketing solutions firm, strengthening its presence in the APAC region; and Create Group to expand its presence in the MENA region, while adding digital transformation capabilities
- Stagwell Marketing Cloud offers a suite of proprietary SaaS tools including Harris Quest Research, which includes solutions such as QuestBrand, which tracks brand health; QuestDIY, which is a self-service AI-assisted survey platform; QuestCX, which assists in analyzing customer surveys to enhance customer experience; and QuestAI, which aids in analyzing unstructured data
- PRophet, Stagwell’s AI-powered suite of tools, offers predictive analytics, precision targeting, and influencer marketing insights. It has also invested in MediaStudio, a suite of AI-driven tools for media activation, assisting in navigating behavioral data, building custom audience, and maximizing creative performance
- It has a strong suite of strategic partnerships such as Nexxen, which offers a suite of data solutions enhancing customer engagement; Anzu, which offers in-game advertising experience; and MNTN, which offers a unified performance marketing ecosystem for brands

### Limitations

- Stagwell’s experience in serving clients in marketing support and loyalty services is relatively limited
- A large network of agencies and rapid acquisitions may pose integration and operational challenges
- Stagwell demonstrates a skewed focus on political and sports marketing, with scope to expand into other revenue streams

# Tech Mahindra

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

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
								

### Strengths

- Tech Mahindra offers a wide range of marketing service offerings including customer journey mapping, content strategy, digital content services, campaign management and optimization, loyalty strategy and planning, and strategic media planning
- It has a robust suite of proprietary solutions including Mobilytix, which offers real-time interaction management, marketing automation, customer value management, loyalty, and customer experience management insights; and Ngage, which offers omnichannel Communication Platform-as-a-Service (CPaaS) that enhances the customer experience
- It also maintains a robust partnership ecosystem with technology providers such as Salesforce, Adobe, Resulticks, and Shopify, offering CRM platform, creative design and data-driven marketing, real-time customer engagement solution, e-commerce platform capabilities, and AI and analytics capabilities
- It has invested in Centers of Excellence (CoEs) and innovation centers across India, focusing on enhancing customer experience including AI/ML-driven solutions, IoT-based customizable applications to boost e-commerce sales, and AR/VR applications
- It has established a Generative AI academy focusing on gen AI in marketing services including content and design generation, and campaign automation

### Limitations

- While Tech Mahindra primarily serves North America, the UKI, Continental Europe, and APAC, it presents opportunities to expand into geographies such as ANZ, MEA, and LATAM
- While Tech Mahindra primarily serves clients across telecom, technology, CPG, retail and distribution, and manufacturing verticals, it has relatively limited experience in serving clients within travel and hospitality, e-commerce, and BFSI
- Its buyer size mix is heavily skewed toward small and mid-sized enterprises, which might act as a deterrent for large enterprises to engage with it

# TP Infinity

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

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
								

### Strengths

- TP Infinity – the digital consulting arm of TP – offers consulting, analytics, and marketing services by combining Findasense (a digital marketing agency in Spain), IST network (a managed service provider based in Egypt), and Junokai (a CX consulting firm in Germany). This is further strengthened by the acquisition of Majorel
- It predominantly serves CPG and automotive verticals, offering a wide range of marketing services including customer strategy, segmentation, campaign planning and management, paid media optimization, commerce, and loyalty services
- TP Infinity’s suite of proprietary solutions encompasses Brand Health Check, offering visualized reporting dashboard; TP Marketing Automation for targeted marketing communication; TP Loyalty Engine for loyalty marketing and points management; and TP Smart Retail Tool for WeCom enabling personalized communication
- Buyers highlighted the industry expertise, data and analytics capabilities, and skilled talent pool as key strengths for TP Infinity

### Limitations

- TP Infinity’s current capabilities are relatively limited in serving clients across the BFSI, retail, media, and technology verticals. Additionally, it has a geographic presence in APAC, LATAM, and Continental Europe, highlighting opportunities for expansion into the North American and UKI markets
- The majority of its contracts are input-based and currently it has limited experience with innovative pricing constructs
- Although TP Infinity offers a diverse array of services, its expertise and scale in certain areas such as media planning, media measurement, and content-related services remain limited
- Buyers emphasized innovation and content and creative expertise as key areas of improvement for TP Infinity to enhance its marketing services

# Wipro

## Everest Group assessment – Major Contender

Measure of capability:  Low  High

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
								

### Strengths

- Wipro offers a variety of marketing services including customer journey building, content strategy, content development, campaign operations, social intelligence, channel optimization, CRM and loyalty services
- Wipro has a verticalized focus on BFSI, manufacturing, technology, and energy and utilities sectors
- It has developed a strong suite of proprietary solutions such as Campaign Buddy for content curation and campaign management; and AI marketing studio for gen AI-driven marketing solutions across advisory and implementation. It has also invested in developing Wipro Enterprise Generative AI (WeGA) Studio, a framework that assists in deploying custom AI solutions to production
- It has a robust suite of 20+ partnerships including Adobe for marketing and commerce platform capabilities; Acquia for cloud-based solutions; Semrush for web analytics; Eloqua for marketing automation; and Gmetri for AR/VR capabilities
- Wipro has committed to investing US\$1 billion to harness its AI capabilities under ai360, creating an AI ecosystem across people, platforms, accelerators, and services, with the underlying principle of responsible AI. Wipro Ventures, the strategic investment arm of Wipro, has also invested in multiple AI start-ups namely Lilt (AI Translation platform) and vFunction (AI-powered legacy modernization)

### Limitations

- While Wipro serves clients in the US, Canada, and LATAM regions, its capability to serve other markets such as the UKI, Continental Europe, and APAC regions remains largely untested. Additionally, its limited experience in serving clients from automotive, telecom, and media verticals may restrict its ability to cater to a broader audience
- While Wipro offers expertise across small and mid-sized buyers, its experience in serving large enterprises – with revenue surpassing US\$15 billion – remains limited
- It serves most of its clients through offshore locations, which might be a deterrent to buyers seeking a more diverse shoring mix, with higher onshore and nearshore presence
- While Wipro has developed robust offerings in content and campaign management, it can further enhance its presence in customer and media-related services

# Enterprise sourcing considerations

## Aspirants

- Comviva
- Concord
- Exelatech
- HGS
- HH Global
- Randstad Digital (Cella)

# Comviva

## Everest Group assessment – Aspirant

Measure of capability:  Low  High

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
								

### Strengths

- Comviva, a part of Tech Mahindra, offers marketing services including customer onboarding, campaign management, loyalty and rewards, upsell/cross-sell, and customer engagement
- It offers its marketing services across multiple geographies, mostly serving APAC, and MEA regions
- Mobylix Marketing Studio platform, the proprietary solution of Comviva, offers account-based marketing, loyalty and rewards program management, and real-time customer engagement. Powered by google Vertex AI, Mobylix Digital Marketing also assists in content generation
- It has partnered with QlikSense, a third-party data analytics platform aiding in reporting, data visualization, and advanced analytics services

### Limitations

- Comviva presents opportunities to expand into serving the North American market since it continues to dominate the marketing services space
- While Comviva has a strong foothold in telecom, retail and distribution, and banking and financial services verticals, it can further invest in capturing high-growth industries such as CPG and media
- It presents scope to further enhance its marketing services capabilities and technology and strategic partnerships beyond content and loyalty services

# Concord

## Everest Group assessment – Aspirant

Measure of capability:  Low  High

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
								

### Strengths

- Concord offers a variety of services including customer experience, content strategy, content migration, branding, campaign execution, and personalization, powered by AI and analytics
- It predominantly serves the US and Canada, while serving verticals including healthcare, and retail
- Concord leverages advanced analytics and AI-powered tools and solutions to aid its marketing services offerings including commerce development and CDP implementation and integration
- It leverages a strong suite of partnerships including Salesforce, Adobe, Mulesoft, Snowflake, Tableau, ContentStack, Shopify, and Tealium assisting in enhancing its MarTech stack, CRM, and analytics

### Limitations

- Concord has a limited presence in high-growth geographies such as APAC, which might dissuade clients seeking strong presence in those markets
- Its lack of experience in serving clients from verticals such as media and entertainment may limit its ability to cater to a broader audience
- Concord demonstrates limited expertise in offering content and media-related services, which might hinder its ability to cater to client needs

# Exelatech

## Everest Group assessment – Aspirant

Measure of capability:  Low  High

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
								

### Strengths

- Exelatech offers a range of services including tailored marketing strategies, campaign management, predictive modeling and analytics, and inventory management, print procurement, and end-to-end management
- It serves clients across North America and Continental Europe, predominantly serving life sciences and insurance verticals
- Exelatech leverages proprietary solutions such as BrandIntel, offering brand management, market research, campaign analysis, and ad monitoring; Athena, an AI-powered data visualization platform; Campaign Manager, offering campaign response tracker; Rule 14 Market Intelligence, offering data processing; and Marketing Automation platform, which offers optimization of entire communication process
- It also leverages its third-party partnership with MarTech provider, Tecra, to support clients with service offerings across the marketing value chain

### Limitations

- Exelatech has scope to target high-growth geographies such as APAC. It also has scope to expand across retail and distribution and CPG verticals
- While it has its delivery presence in onshore locations, limited operations in low-cost regions may deter buyers seeking cost efficiencies through offshore support
- It can further build strategic partnerships with leading MarTech players such as Adobe and Salesforce to enhance its marketing service offerings

# HGS

## Everest Group assessment – Aspirant

Measure of capability:  Low  High

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
								

### Strengths

- HGS offers a breadth of services including customer journey mapping, content management, digital advertising, social listening, social media marketing, marketing campaign execution, sales enablement, and media planning, with a focus on marketing support activities
- Its suite of proprietary solutions include, EPIC, which offers social media reputation management and AI and analytics capabilities; AI content guardian, which provides content planning and social media management and compliance capabilities; and AI Ignite, which offers visualization of customer journeys powered by advanced AI and analytics
- Agent X, a cloud-based solution also offers a range of tools including omnichannel solutions, customer 360 view, agent assist, smart knowledge base, AI-powered training, gen AI-powered voice, and chat bots
- It has a robust technology partner ecosystem, including Sprinklr, Khoros, Google, X, LinkedIn, Locobuzz, Simplify, HubSpot, and Sprout Social, offering content management, social listening, social media management, targeted advertising, and lead management
- Buyers highlighted cost efficiencies and data and analytics capabilities as some strengths of HGS

### Limitations

- While HGS serves North America and the UKI, its exposure to serving geographies such as the APAC regions remains limited
- While HGS primarily serves clients across telecom, life sciences, CPG, retail and distribution, it has scope to expand into technology and media and entertainment verticals
- While HGS offers a diverse mix of services, its experience in certain areas such as creative production, and media buying and selling is limited
- Buyers identified innovation and proactiveness as some areas where HGS can improve

# HH Global

## Everest Group assessment – Aspirant

Measure of capability:  Low  High

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
								

### Strengths

- HH Global is a global creative production and procurement firm offering marketing services such as creative strategy, content development, and campaign. Additionally, HH Global also offers reporting and analytics for custom dashboards, gap analysis, and spend analytics
- It has acquired UK-based Displayplan, adding expertise in creative and retail activation capabilities; and Northell Partners Ltd, aiding in accelerating AI and ML adoption, driving deeper insights and efficiency in marketing activation
- It has invested in proprietary technology to streamline marketing activation such as Hub Digital Asset Manager
- It has a global presence with 36 creative studios spread across 64 countries

### Limitations

- HH Global has limited expertise in providing services such as loyalty management, commerce, social media management, and lead management
- It lacks technology investments and automation tools dedicated to marketing services, hindering its ability to offer holistic marketing solutions to its clients
- HH Global's current delivery mix is skewed toward onshore locations and presents opportunities to expand presence in low-cost offshore locations, providing cost efficiencies

# Randstad Digital (Cella)

Everest Group assessment – Aspirant

Measure of capability:  Low  High

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
								

### Strengths

- Randstad Digital (Cella), a global provider specializing in technology-driven talent solutions, offers a wide range of marketing services including user experience strategy, segmentation, AI-driven personalization, content and creative operations, and campaign management. In 2021, it acquired Cella to augment its capabilities in marketing solutions
- It has a strong suite of partnerships including Salesforce, Adobe, Avayaa, Genesys, Workday, and ServiceNow
- It has invested in a dedicated Marketing Academy under Randstad Digital Academy to train talent. It has also partnered with universities and MarTech partners for enhanced talent management
- Randstad has a diverse delivery footprint with multilingual marketing services support in locations such as India, Portugal, Argentina, the US, and Canada

### Limitations

- While Randstad Digital (Cella) serves North America, its exposure to serving high-growth geographies such as APAC remains limited
- It has limited experience in offering certain marketing services such as loyalty management and programmatic ad buying
- Randstad Digital (Cella) predominantly serves large enterprises with revenue exceeding US\$20 billion. Its experience in assisting small and mid-sized buyers is relatively limited
- It has limited in-house solutions serving marketing services clients, which might hinder its capability in offering robust marketing services

# Appendix

Glossary

Research calendar

# Glossary of key terms used in this report

ACV Annualized Contract Value is calculated by dividing the Total Contract Value (TCV) by the term of the contract

AI Artificial Intelligence

ANZ Australia and New Zealand

APAC Asia Pacific

BFSI Banking, Financial Services, and Insurance

BPO Business Process Outsourcing refers to the purchase of one or more processes or functions from a company in the business of providing such services at large or as a third-party provider

Buyer The company/entity that purchases outsourcing services from a provider of such services

CPG Consumer Packaged Goods

CXM Customer Experience Management

DAM Digital Asset Management

FTEs Full-Time Employees on the rolls of the company

LATAM Latin America

MarTech /AdTech MarTech/AdTech describes the software marketers use to optimize their marketing and advertising efforts and achieve their objectives

MEA Middle East and Africa

RPA Robotic Process Automation

SEM Search Engine Marketing

SEO Search Engine Optimization

UI/UX User Interface / User Experience

# Research calendar

## Marketing and Interactive Experience

	Published	Current release	Planned
Report title	Release date		
Retail Media – A New Frontier in the Advertising Landscape			January 2025
Digital Commerce Platforms – Technology Provider Compendium 2025			January 2025
Sales Services – Provider Compendium 2025			February 2025
Charting the CMO Agenda: Trends, Challenges, and Opportunities from the CMO Survey			February 2025
Customer Data Platform (CDP) Products PEAK Matrix® Assessment 2025			April 2025
Lead Management Trailblazers: Driving High-Impact Engagement from Prospect to Pipeline			April 2025
<a href="#">Marketing Services PEAK Matrix® Assessment 2025</a>			<a href="#">May 2025</a>
Marketing Services State of the Market 2025			Q2 2025
Marketing Services – Provider Compendium 2025			Q2 2025
Customer Data Platform (CDP) – Technology Provider Compendium 2025			Q2 2025
Loyalty Platforms PEAK Matrix® Assessment 2025			Q3 2025
Gaming Landscape			Q3 2025
Loyalty Platforms – Technology Provider Compendium 2025			Q3 2025
Media Services – Provider Compendium 2025			Q4 2025
Influencer Marketing Platforms Report			Q4 2025
AI-led Content Creation Platforms Report			Q4 2025

Note: [Click](#) to see a list of all of our published Marketing and Interactive Experience reports

# Stay connected

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

+1-214-451-3000

Website

everestgrp.com

Blog

everestgrp.com/blog

Follow us on



Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at [www.everestgrp.com](http://www.everestgrp.com).

## Notice and disclaimers

**Important information. Please read this notice carefully and in its entirety. By accessing Everest Group materials, products or services, you agree to Everest Group's Terms of Use.**

Everest Group's Terms of Use, available at [www.everestgrp.com/terms-of-use](http://www.everestgrp.com/terms-of-use), is hereby incorporated by reference as if fully reproduced herein. Parts of the Terms of Use are shown below for convenience only. Please refer to the link above for the full and official version of the Terms of Use.

Everest Group is not registered as an investment adviser or research analyst with the U.S. Securities and Exchange Commission, the Financial Industry Regulation Authority (FINRA), or any state or foreign (non-U.S.) securities regulatory authority. For the avoidance of doubt, Everest Group is not providing any advice concerning securities as defined by the law or any regulatory entity or an analysis of equity securities as defined by the law or any regulatory entity. All properties, assets, materials, products and/or services (including in relation to gen AI) of Everest Group are provided or made available for access on the basis such is for informational purposes only and provided "AS IS" without any warranty of any kind, whether express, implied, or otherwise, including warranties of completeness, accuracy, reliability, noninfringement, adequacy, merchantability or fitness for a particular purpose. All implied warranties are disclaimed to the extent permitted by law. You understand and expressly agree that you assume the entire risk as to your use and any reliance upon such.

Everest Group is not a legal, tax, financial, or investment adviser, and nothing provided by Everest Group is legal, tax, financial, or investment advice. Nothing Everest Group provides is an offer to sell or a solicitation of an offer to purchase any securities or instruments from any entity. Nothing from Everest Group may be used or relied upon in evaluating the merits of any investment. Do not base any investment decisions, in whole or part, on anything provided by Everest Group.

Everest Group materials, products and/or services represent research opinions or viewpoints, not representations or statements of fact. Accessing, using, or receiving a grant of access to Everest Group materials, products and/or services does not constitute any recommendation by Everest Group to (1) take any action or refrain from taking any action or (2) enter into a particular transaction. Nothing from Everest Group will be relied upon or interpreted as a promise or representation as to past, present, or future performance of a business or a market. The information contained in any Everest Group material, product and/or service is as of the date prepared and Everest Group has no duty or obligation to update or revise the information or documentation.

Everest Group collects data and information from sources it, in its sole discretion, considers reliable. Everest Group may have obtained data or information that appears in its materials, products and/or services from the parties mentioned therein, public sources, or third-party sources, including data and information related to financials, estimates, and/or forecasts. Everest Group is not a certified public accounting firm or an accredited auditor and has not audited financials. Everest Group assumes no responsibility for independently verifying such information.

Companies mentioned in Everest Group materials, products and/or services may be customers of Everest Group or have interacted with Everest Group in some other way, including, without limitation, participating in Everest Group research activities.