Cognizant Interactive Named to Econsultancy’s Top 100 Digital Agencies 2019 Report

Cognizant Interactive has been named one of the leading digital agencies in the United Kingdom for the second consecutive year, according to Econsultancy's Top 100 Digital Agencies 2019 report. Cognizant is ranked No. 3 in the Full Service/Marketing category and No. 5 overall by the U.K.-based independent research, training and consulting firm. London-based Zone, a customer experience agency that is part of Cognizant Interactive, is included in the submission.

Econsultancy's Top 100 Digital Agencies report is the annual listing of the U.K.'s largest digital marketing, design and build, technical and creative agencies. Agencies are ranked on their fee income from digital activities in the U.K. The subscription-based report features in-depth analysis and commentary on the state of the industry, along with information on each agency featured to help client-side professionals choose the right partner to help achieve their business goals.

"In today’s digital economy, experience is emerging as a key brand differentiator,” said Sanjiv Gossain, Senior Vice President, Head of Cognizant Digital Business Europe. “Cognizant Interactive helps clients drive CX led transformation with personalized customer experiences helping improve customer engagement and overall satisfaction, while increasing revenue and reducing time to market for new product development. We're pleased to be named among Econsultancy's leading U.K. agencies, as it’s a testament to our commitment to helping clients redefine their customer experience delivery, content design, and marketing initiatives for the digital age.”

Click here to see the full list.

Cognizant Digital BusinessInteractive, Customer Experience, CX

https://news.cognizant.com/2019-10-18-Cognizant-Interactive-Named-to-Econsultancys-Top-100-Digital-Agencies-2019-Report2