Cognizant Named a Leader in Marketing BPS Service Providers by Everest Group

Cognizant has been recognized as a Leader in Everest Group's *PEAK Matrix® for Marketing BPS Service Providers 2020*. Published for the first time in this category, the analyst report examines leading service providers in marketing as the focus shifts from traditional marketing models to digital and data-driven models.

Cognizant's Marketing Operations offering is a suite of solutions that leverages machine learning, AI and predictive analytics to digitize how organizations engage with customers, create marketing content, and improve efficiency. These features, combined with Cognizant's balanced delivery portfolio and significant presence across major geographies, have helped solidify the company as a Leader within the marketing operations space. One example of such success is with a media company, where Cognizant redesigned audience segment, identified target opportunities, and developed optimal spend, thus increasing their ROI by 20%.

"The rules of marketing are being rewritten," said Himanshu Verma, Senior Vice President, Digital Operations, Cognizant. "In a time when physical touchpoints must be replaced with digital ones, our Marketing Operations offering helps companies drive ROI and increase their customer reach while creating flexibility across global operations. We are pleased to be recognized by Everest Group for our commitment to helping our clients become more agile in these unprecedented times."

"With changing consumer demographics and the growing role of digital marketing, improved speed-to-market is pivotal for any enterprise. Further, CMOs are looking for newer ways to customize content for different channels and improve ROI from their operations," said Manu Aggarwal, Vice President, Everest Group. "Cognizant is investing significantly in developing in-house tech capabilities while augmenting its partnerships with technology vendors, enabling it to assist CMOs effectively in their digital journeys."

View an extract of the Everest Group PEAK Matrix Report here.

Learn more about Cognizant's Marketing Operations Solutions here.

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