Everest Group Names Cognizant a Leader for Marketing Services

For the third consecutive year, Cognizant has been recognized as a Leader by Everest Group in its *Marketing Services Peak Matrix® Assessment 2023* report.

As part of this assessment, Cognizant was highlighted among 31 organizations across the globe for its end-to-end marketing services including strategy, media solutions, and the ability to intervene and become an Agency-of-Record for customers. To propel this strategy, Cognizant leverages its 60-plus digital studios in 17 countries to produce and distribute campaigns and its proprietary solution Content Ads Builder tool which can automate the creation of content and advertisements.

One area in which Cognizant is increasingly leveraging its marketing services capabilities is helping customers create personalized product offers based on a customer's purchase history as well as their outside interests and demographics. By leveraging data and analytics, automation, and its design capabilities, Cognizant is enabling customers to create targeted and personalized marketing campaigns that drive sales. For example, Cognizant is helping a luxury car company create personalized offers and the best communication channel to reach its customers based on data and analytics. As a result, the solution Cognizant implemented has generated 50% more sales prospects in the first year.

"In the wake of several global disruptions in recent years, customer expectations have become highly dynamic. This has accelerated the marketing transformation for organizations," says Manu Aggarwal, Partner, Everest Group. "Cognizant helps its clients keep up with changing customer preferences through offerings ranging from high-value consulting and strategy interventions to being an Agency of Record (AoR) that offers creative and media solutions, backed by its strong technology expertise and cost-effective delivery models. Its mature capabilities and robust delivery model have contributed to Cognizant's positioning as a Leader on Everest Group's Marketing Services PEAK Matrix® 2023."

"Utilizing intelligent data and predictive analytics, marketers can effectively plan and optimize media campaigns through automated platforms. The marketing services capabilities provided by Cognizant have enabled them to reach new milestones," said John McVay, Head of Digital Experience Solutions, Americas, Cognizant. "This recognition from Everest Group highlights our dedication towards developing innovative ways to leverage digital technologies in order to efficiently and effectively reach customers."

To learn more about the report click here.

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