

Cognizant Named a Leader in Everest Group's Marketing Transformation Services PEAK Matrix® Assessment 2026

Recognition reflects the strength of Cognizant Moment's integrated delivery model, agentic AI investments and end-to-end marketing transformation capabilities

September 3, 2026 – Cognizant (NASDAQ: CTSH) today announced it has been named a Leader in the Everest Group Marketing Transformation Services PEAK Matrix® Assessment 2026. Cognizant was recognized among 29 global marketing and experience services providers evaluated for their vision, capability and market impact, and is one of ten companies named a Leader in this year's assessment.

The Everest Group PEAK Matrix® is a proprietary framework that assesses service providers on two dimensions: market impact, which measures the impact a provider has created in the market through client adoption, portfolio diversity and value delivered; and vision and capability, which measures a provider's ability to successfully deliver services based on its strategy, scope of services, innovation and investment and delivery footprint. According to Everest Group, Cognizant's Leader placement reflects its ability to support clients across the full marketing and experience services value chain through Cognizant Moment, an integrated delivery model that brings together marketing, design, platform implementation and operations capabilities.

The assessment also cited Cognizant's mature operations expertise, strong platform implementation capabilities and an extensive partnership ecosystem. Everest Group further pointed to Cognizant's investments in agentic AI — including the Neuro® AI Multi-Agent Accelerator and Cognizant Agent Foundry — as well as a dedicated Marketing Gen AI Center of Excellence, as key factors strengthening its end-to-end marketing transformation capabilities.

“Cognizant Moment was built to help enterprises move beyond fragmented marketing execution toward a single, AI-led operating model that spans strategy, creative, platforms and operations,” said Ben Wiener, Global Head, Cognizant Moment. “Being named a Leader by Everest Group validates the investments we've made in agentic AI and integrated delivery and reflects the outcomes we're delivering for clients navigating an increasingly complex marketing and technology landscape.”

Cognizant's marketing transformation offering combines AI-led solutions such as Campaign+ for end-to-end campaign management, Ad Analyzer for creative optimization and validation, Policy Compliance for supporting client-directed ad compliance review and Media Planner for supporting guideline-compliant media planning, with a growing network of AI Innovation Studios and Centers of Excellence, including recent expansions in Mexico and Romania focused on Gemini-based capabilities.

“Enterprises across the world are under pressure to modernize marketing operations while proving measurable impact from every AI investment,” said Samir Malhotra, CMT Market Leader – IOA, Cognizant. “This recognition from Everest Group underscores the value clients are seeing from Cognizant's ability to combine deep industry context with agentic AI and platform expertise to help them move faster, personalize at scale and turn marketing into a growth engine rather than a cost center.”

Everest Group Partner, Nitish Mittal, praised Cognizant, noting that “Enterprises are moving beyond siloed marketing operations and seeking partners that can drive end-to-end AI-enabled transformation with measurable outcomes by combining strategic guidance, technology implementation, execution excellence and outcome accountability. Cognizant has been recognized as the Leader in Everest Group's Marketing Transformation Services PEAK Matrix® Assessment 2026, attributed to its ability to support clients across the marketing and experience services value chain through Cognizant Moment's integrated delivery model, mature operations expertise and strong platform implementation capabilities. Its investments in agentic AI through Neuro® AI Multi-Agent Accelerator and Cognizant Agent Foundry and a dedicated Marketing Gen AI CoE further strengthen its end-to-end marketing transformation capabilities.”

The Marketing Transformation Services PEAK Matrix® Assessment 2026 is based on Everest Group's annual RFI process for CY2025, provider briefings, buyer reference interviews and ongoing analysis of the marketing and experience services market.

Read the full report [HERE](#).

About Cognizant

Cognizant (NASDAQ: CTSH) is an AI builder and technology services provider, building the bridge between AI investment and enterprise value by building full-stack AI solutions for our clients. Our deep industry, process and engineering expertise enables us to build an organization's unique context into technology systems that amplify human potential, realize tangible returns and keep global enterprises ahead in a fast-changing world. See how at cognizant.ai or [@cognizant](#).

