Everest Group®

Everest Group Marketing Services PEAK Matrix® Assessment 2024

Focus on Accenture Song

April 2024

PEAK MATRIX®

Introduction

The marketing industry is constantly evolving, largely driven by shifting consumer preferences and the emergence of disruptive technologies. As consumers become more discerning and technology savvy, marketers are compelled to focus on delivering a comprehensive and impactful Customer Experience (CX) by developing a 360° view of their customers, creating immersive and personalized experiences across customer journey touchpoints and driving relevant brand campaigns.

As a result, the marketing provider ecosystem is undergoing significant transformation, driven by investments in disruptive technologies such as generative AI, Augmented Reality / Virtual Reality / Extended Reality (AR/VR/XR), Customer Data Platforms (CDP), and Web3. Providers are focusing on unifying highly fragmented customer data to understand consumer sentiment and drive personalization, loyalty, and interactive experiences. Additionally, they continue to expand the marketing services delivery landscape by identifying and investing in low-cost, talent-rich regions to enable localized and cost-efficient marketing operations.

In this research, we present an assessment and detailed profiles of 34 marketing service providers featured on the Marketing Services PEAK Matrix® Assessment 2024. Each provider profile provides a comprehensive picture of its service focus, key Intellectual Property (IP) / solutions, and domain investments. The assessment is based on Everest Group's annual RFI process for the calendar year 2023, interactions with leading marketing providers, client reference checks, and an ongoing analysis of the marketing services market.

The full report includes the profiles of the following 34 marketing service providers featured on the marketing services PEAK Matrix:

- **Leaders:** Accenture Song, Capgemini, Cognizant, Deloitte Digital, Infosys, TCS, Merkle, and VML

- **Major Contenders:** Concentrix, DDB, Dentsu Creative, Digitas, eClerx, Epsilon, EXL, FCB, Genpact (Rightpoint), HCLTech, IBM, Initiative, Media.Monks, OMD, PwC, RRD Go Creative, Tech Mahindra, and Wipro

- **Aspirants:** Comviva, Exelatech, Firstsource, HGS, HH Global, Randstad Digital (Cella), Stefanini, and Telus WillowTree

Scope of this report

Geography: Global

Industry: 34 marketing service providers

Services: Marketing services (refer to page 10 for the scope of the research)

Marketing services PEAK Matrix® characteristics

Leaders

Accenture Song, Capgemini, Cognizant, Deloitte Digital, 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 position themselves as an extension of enterprises' in-house marketing teams

- They have actively focused on organic and inorganic investments to bridge the portfolio gaps and become a one-stop-shop for all marketing services requirements

- 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 generative AI and automation, innovative delivery models, ESG, and Web3-based technologies

Major Contenders

Concentrix, DDB, Dentsu Creative, Digitas, eClerx, Epsilon, EXL, FCB, Genpact (Rightpoint), HCLTech, IBM, Initiative, Media.Monks, OMD, PwC, RRD Go Creative, Tech Mahindra, 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

Comviva, Exelatech, Firstsource, HGS, HH Global, Randstad Digital (Cella), Stefanini, and Telus WillowTree
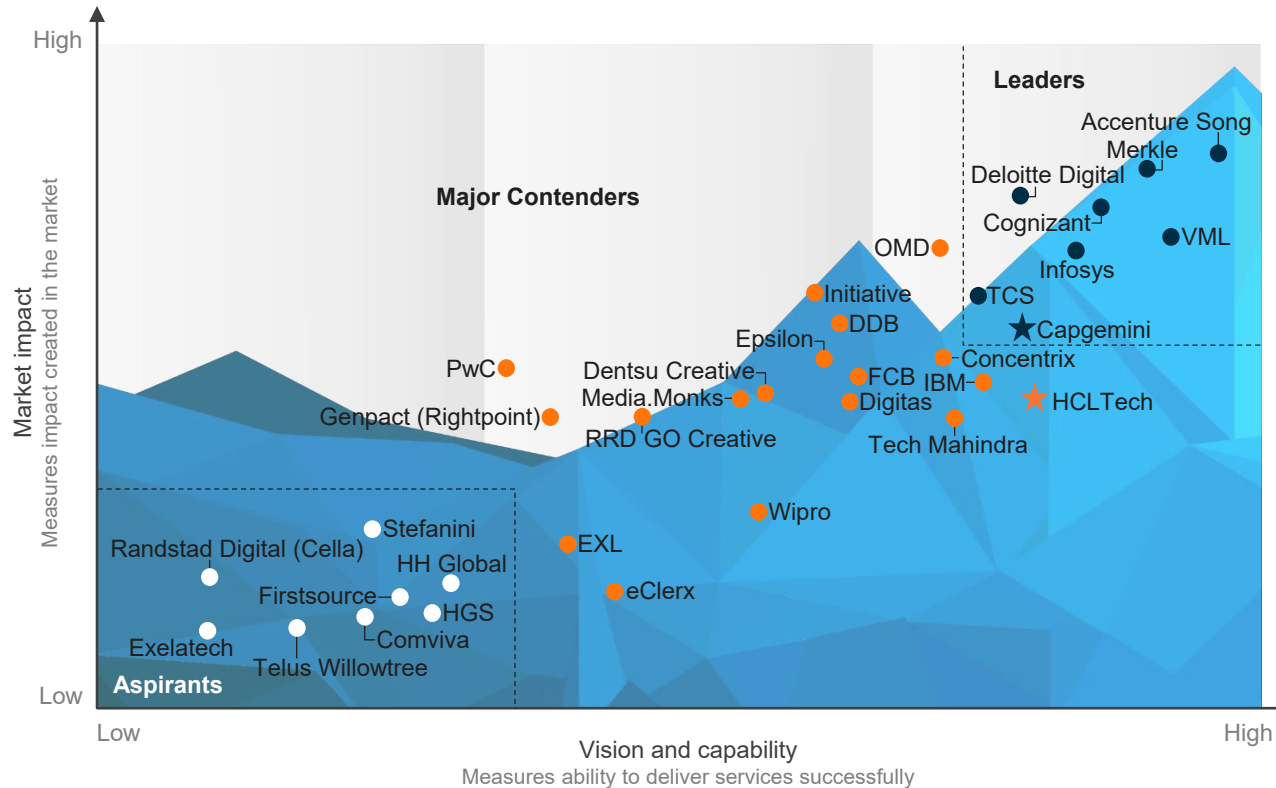
- Aspirants, with their limited scope of services, are focused on niche geographies, industries, or buyers, and have a relatively small scale of operations and a skewed shoring mix

- They offer innovative service delivery models; however, their capabilities in specialized services such as creative and media are currently limited

Everest Group PEAK Matrix®

Marketing Services PEAK Matrix® Assessment 2024 | Accenture Song is positioned as a Leader

Everest Group Marketing Services PEAK Matrix® Assessment 2024[1]

- ● Leaders
- ● Major Contenders
- ○ Aspirants
- ☆ Star Performers

Market impact
Measures impact created in the market

High

Leaders

Accenture Song
Merkle
Deloitte Digital
Cognizant
VML
Infosys
TCS
Capgemini ★
Concentrix
OMD
Initiative
DDB
Epsilon
FCB
IBM
Digitas
HCLTech ☆
PwC
Dentsu Creative
Media.Monks
Genpact (Rightpoint)
RRD GO Creative
Tech Mahindra

Major Contenders

Wipro
Stefanini
EXL
Randstad Digital (Cella)
HH Global
Firstsource
eClerx
HGS
Exelatech
Comviva
Telus Willowtree

Aspirants

Low

Low — Vision and capability — High
Measures ability to deliver services successfully

1 Assessments for DDB, Deloitte Digital, Dentsu Creative, Digitas, eClerx, Epsilon, EXL, FCB, HGS, HH Global, IBM, Initiative, Media.Monks, OMD, PwC, VML, and Wipro exclude 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. For these companies, Everest Group's data for assessment may be less complete
Source: Everest Group (2024)

Accenture Song profile (page 1 of 6)
Overview

Company overview

Accenture Song is a leading global tech-powered creative group, with a connected suite of services to help clients re-imagine experiences to create and sustain customer relevance and rewire the organization for growth. Powered by creativity, technology, and data, Accenture Song positions itself as a provider that ensures that the work is connected and consistent with remarkable craftsmanship and almost all future-proof. It combines its strength in technology with unmatched industry experience, functional expertise, and global delivery capability. It aims to deliver tangible outcomes because of its broad range of services, solutions, and assets by leveraging its sister units within Accenture – Strategy & Consulting, Technology, Operations, and Industry X. These capabilities, together with its culture of shared success and commitment to creating 360° value, enable it to help its clients succeed and build trusted and lasting relationships.

Overall marketing revenue (CY 2023)

<US$200 million	US$200-500 million	US$500 million-US$1 billion	>US$1 billion

By geography — Low (1-15%) · Medium (15-15%) · High (>25%)

- North America
- United Kingdom
- Rest of Europe
- Asia Pacific
- Latin America
- Middle East & Africa
- Australia & New Zealand

Adoption by Industry — N/A (0%) · Low (1-10%) · Medium (10-20%) · High (>20%)

- Automotive
- BFSI
- E-commerce
- Healthcare and life sciences
- Retail, distribution, and CPG
- Energy and utilities
- Telecom, media, and entertainment
- Travel, transport, and hospitality
- Electronics, hi-tech, and technology
- Public sector
- Manufacturing
- Others

Adoption by service segment — N/A (0%) · Low (1-10%) · Medium (10-20%) · High (>20%)

Not Disclosed

By buyer size — N/A (0%) · Low (1-10%) · Medium (10-20%) · High (>20%)

Not Disclosed

Accenture Song profile (page 2 of 6)

Developments/Investments

[I L L U S T R A T I V E]   [N O T   E X H A U S T I V E]

Recent developments (representative list)

Area	Type of development	Details
Healthcare	Acquisition	**2023:** acquired Concentric Life to re-inforce end-to-end solutions for its life sciences clients through relevant communications and experiences aligned with the ever-evolving lives of today's patients and healthcare professionals
Customer	Acquisition	**2023:** acquired Fiftyfive5 to augment data insights and performance marketing capabilities to accelerate growth and innovation across Australia and New Zealand
Commerce	Acquisition	**2022:** acquired The Stable, a leading commerce agency with omnichannel commerce capabilities and expertise that drive revenue and efficiency for brands across consumer goods, retail, marketplaces, and Direct-to-consumer (DTC) channels
Creative and media	Acquisition	**2022:** acquired Romp, an Indonesian brand and experience agency to strengthen its ability to deliver creative and technology-driven brand experiences for clients across consumer goods and services, telecoms, financial services industries, and other Southeast Asian companies
Creative and media	Acquisition	**2022:** acquired Strivr to strengthen virtual reality-based, immersive learning and training solutions
Technology	In-house	**2019-21:** SynOps for marketing offers clients a single modern, easy-to-use digital experience to activate the marketing operations service delivery, providing cost efficiency and faster scalability speed. This is done through a streamlined collaboration and integration of disparate customer data to drive better intelligence and insights that increase the opportunity to drive marketing-led growth. The four experience layers that make up the proprietary engine include client experience, work orchestration, ecosystem connectivity, and data and applied intelligence
Marketing support	Acquisition	**2021:** acquired Glamit, a boutique e-commerce agency in Argentina that offers experience design and technology including e-commerce and platform architecture, brand strategy, digital marketing services, and DTC solutions; terms of the transaction were not disclosed
Technology	Acquisition	**2021:** acquired Experity, a leading provider of cloud-based customer experience and commerce solutions in Brazil that helps businesses build greater efficiencies and agility in commerce, marketing, content, and data through leading cloud-based platforms
Marketing support	Acquisition	**2020:** acquired N3, an Atlanta-based Business-to-business (B2B) sales firm that combines specialized talent with AI/ML and capabilities to enable smarter, more efficient sales interactions. N3 brings an integrated, virtual sales and marketing solution that spans the entire customer life cycle – from demand and qualification, to nurture and close, to customer expansion. Offerings are tailored to give clients the exact formula for revenue uplift they need, according to their specific growth objectives
Talent	Learning and development	Learning program for its marketing talent to discover, grow, and engage in marketing practices to create the best experiences for its clients

Accenture Song profile (page 3 of 6)

Case studies

[I L L U S T R A T I V E]   [N O T   E X H A U S T I V E]

CASE STUDY 1

Leveraged generative AI for campaign and content creation

Business challenge

The client needed to evaluate a holistic approach to integrate generative AI to improve content creation for digital marketing campaigns.

Solution and impact

Accenture executed a structured pathfinder project for campaign content creation, comprising four distinct phases. The assessment analysis phase concentrated on defining Key Performance Indicators (KPIs), outlining the analysis methodology, and identifying the technology stack facilitated by stakeholder interviews and extensive data and asset collection. Subsequently, the AI prompt engineering model phase utilized real-world cases to train both text and image-based AI models. The new process evaluation phase involved a comparative analysis between the previous and new processes, evaluating its performances against a shared brief. Finally, the KPI setting and monitoring phase enabled the analysis and assessment of metrics, establishing the tangible value of the new production process. This structured approach underscores Accenture's commitment to delivering data-driven solutions tailored to optimize campaign content creation processes.

CASE STUDY 2

Drove content production transformation for a French multinational hospitality company

Business challenge

The client needed support in its content production capability, while driving scale and establishing consistency in local and global marketing communications across its hotel brands.

Solution and impact

Accenture Song created the Content Atelier, a new data-driven content supply chain model that created personalized, flexible, efficient, and high-quality marketing and communications content across every customer touchpoint, whilst reducing costs. The service leverages Accenture's proprietary SynOps platform, which is integrated into the client's technology infrastructure. The Content Atelier enables the client's marketing teams to use a data-driven approach to increase the effectiveness of marketing campaigns, drive more traffic on the brand's website, and deliver differentiated customer experiences.

Key marketing services engagements

Client name	Process served	Region	Client since
A US-based multinational confectionery, food, holding, beverage, and snack food company	Not disclosed	US	N/A
A British multinational telecommunications provider	Content creation	Not disclosed	N/A
A French multinational hospitality company	Content creation and marketing support	Global	N/A
A global luxury automotive company	All	Global	N/A

Accenture Song profile (page 4 of 6)

Proprietary technology solutions

Proprietary solutions (representative list)

Technology name	Process served	Year launched	Details
Dynamic Content Optimization (DCO)	Content	2020	An AI-driven content assembly that delivers 18% higher conversion rates and 24% lower cost per action. The asset uses multiple signals to segment customers and to serve personalized content on owned media (websites, etc.) and paid media (Search Engine Optimization, programmatic ads, etc.) fueling DCO across multiple platforms
SynOps for Marketing	All	2019	Offers clients a single, modern, easy-to-use digital experience to activate the marketing operations service delivery, providing cost efficiency and faster scalability speed. This is done through a streamlined collaboration and integration of disparate customer data to drive better intelligence and insights that increase the opportunity to drive marketing-led growth. The four experience layers that make up the proprietary engine include client experience, work orchestration, ecosystem connectivity, and data and applied intelligence
CRISP	Content and campaign	Not disclosed	A human attention simulator based on research on eye-tracking data, neuroscience observations, and powered by AI models that provide insights into any visual design in an instant, allowing designers to iterate faster, make informed decisions, and avoid lengthy and costly eye-tracking tests
Accenture Personalization Suite	All	Not disclosed	Accenture's proprietary software designed to achieve effective personalization of customer experiences. Built around the core principles of digital marketing and experience design, the suite is made up of four modules: customer genome, segmentation, recommendation, and choice modelling. Key functionalities include customer data curation, transactional decomposition, affinity mapping, AI audience analysis to produce business-relevant, actionable, and distinct segments, custom algorithms, audience experience optimization, omnichannel testing, A/B and MVT testing, and hypothesis experimentation
Intelligent Content Advisor	Content	Not disclosed	An AI-powered content advisor that reduces overall content production time by 10-15% and reduces QA time by 50% by converting agency-provided creatives (pdf, Adobe) into website/e-mail-ready (HTML) formats
Content Recommendation Engine	Content	Not disclosed	Leverages the power of data and insights to drive and optimize creative content in real time
Intelligent Briefing	Campaign	Not disclosed	Enables improved campaign optimization, speed-to-market, and higher campaign Return on Investment (RoI) by implementing technology to support a standardized global campaign briefing system, reducing the redundancies that can arise from multiple briefing templates. The proposed system can interact with customer data for automated segmentation, support automation to reduce repetitive manual effort, and bring AI-powered ingestion capabilities (by implementing Natural Language Processing (NLP), chatbots)

Accenture Song profile (page 5 of 6)

Proprietary technology solutions

Proprietary solutions (representative list)

Technology name	Process served	Year launched	Details
Automated Content Metatags	Content	Not disclosed	Its data-driven content leads to real-time connected experiences, powered by machine-driven intelligent content
Accenture Personalization Suite	All	Not disclosed	Accenture's proprietary software designed to achieve effective customer experience personalization. Built around the core principles of digital marketing and experience design, the suite is made up of four modules: customer genome, segmentation, recommendation, and choice modelling. Key functionalities include customer data curation, transactional decomposition, affinity mapping, and AI audience analysis

Accenture Song profile (page 6 of 6)

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

- In 2022, Accenture merged most of its marketing agencies to form Accenture Song, one of the largest technology-powered marketing service providers in the world. Its capabilities are supplemented by Accenture's strategy and consulting, operations, and technology practices

- It has a proprietary technology stack of 100+ marketing solutions that supports marketers throughout the customer journey. Its AI-powered operating engine SynOps connects platforms and data across clients' MarTech, AdTech, and commerce ecosystems and orchestrates talent, data, and intelligent technologies into a single digital experience to deliver personalized experiences at scale

- It also leverages 40+ third-party partnerships to cater to its clients and is one of the largest global partners for Adobe and Salesforce. Additionally, it continues to expand inorganically with acquisitions of specialized agencies such as The Stable, FiftyFive5, Concentric Life, Rabbit Tale, and Romp

- Accenture Song has recognized generative AI as a key focus area with strategic investments in proprietary tools such as generative AI content supply chain, CPG.Ai, and AI-Retail along with third-party partnerships with providers including Microsoft and Open AI

- It offers a full suite of sustainability services including strategy consulting, measurement and analytics, and sustainable customer experience

- Buyers laud Accenture Song's process expertise, innovation, and flexible delivery model

Limitations

- Accenture Song primarily focuses on large clients with annual revenue greater than US$20 billion. It has limited offerings for small and midsized buyers

- Although Accenture Song provides media buying services for certain client engagements, its capabilities and offerings within this domain lag its agency peers

- While it has developed coverage across all major industries, its clientele in fast-growing industry segments such as e-commerce and telecom is limited

- Referenced buyers expect Accenture Song to balance costs, efficiency, and speed to market more effectively
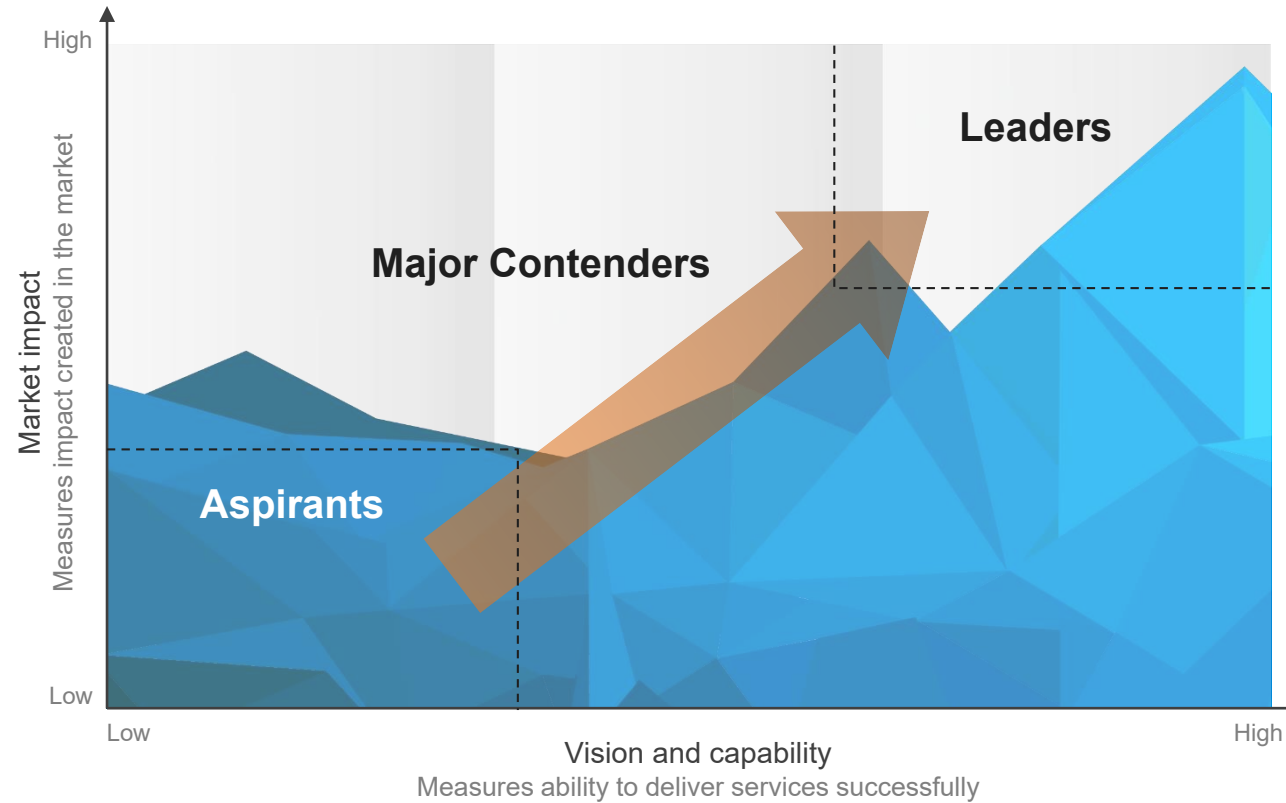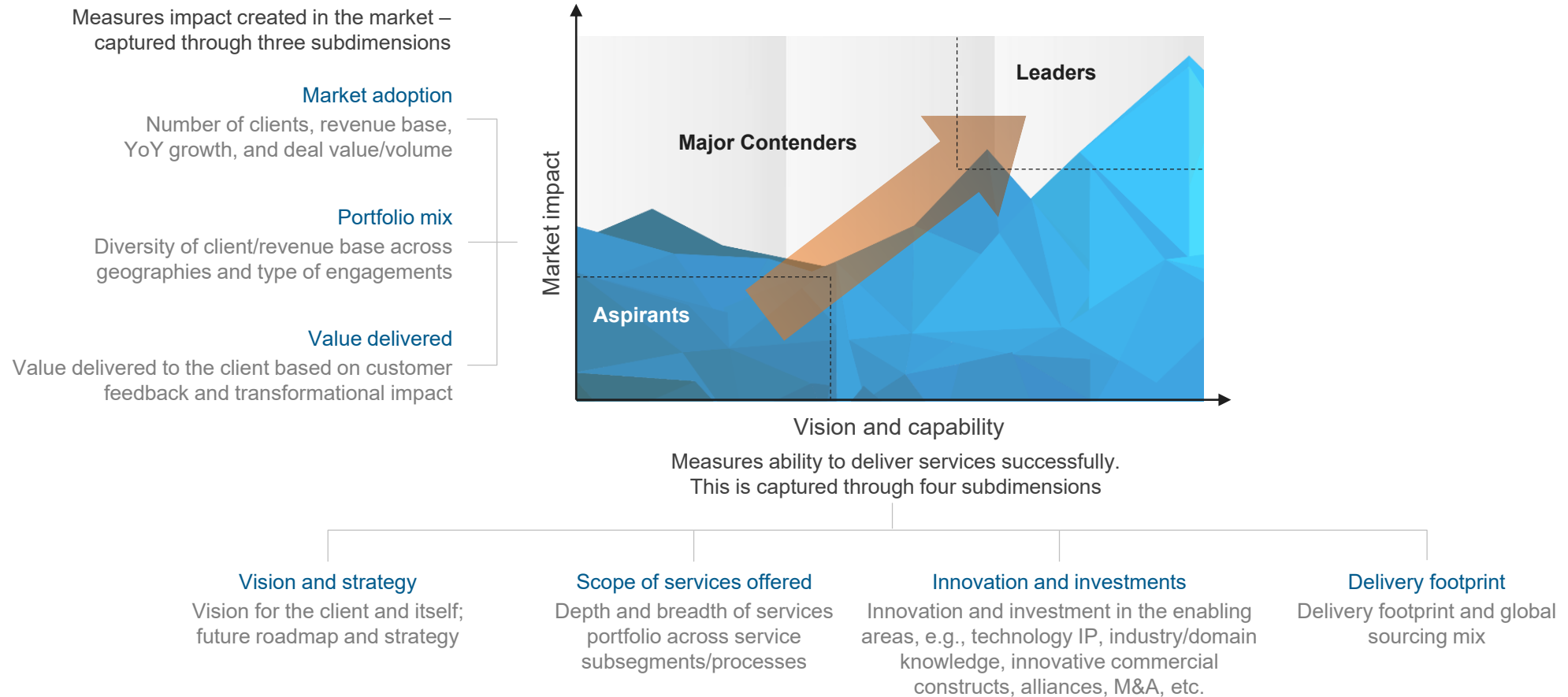
Appendix

PEAK Matrix framework

FAQs

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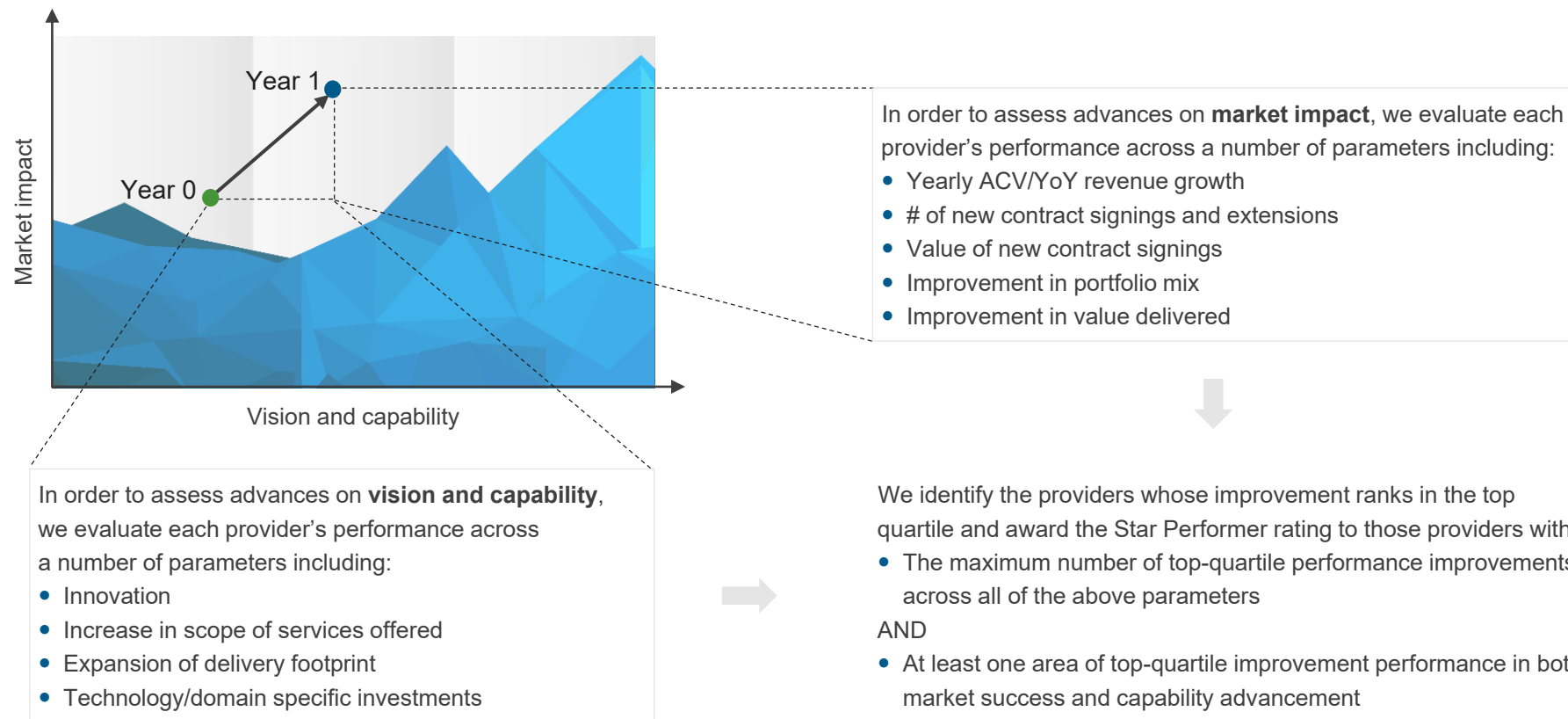
Everest Group PEAK Matrix

Market impact

Measures impact created in the market

Vision and capability

Measures ability to deliver services successfully

Low · High

Aspirants · Major Contenders · Leaders

Services PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

Market adoption
Number of clients, revenue base, YoY growth, and deal value/volume

Portfolio mix
Diversity of client/revenue base across geographies and type of engagements

Value delivered
Value delivered to the client based on customer feedback and transformational impact

Market impact (y-axis) · Vision and capability (x-axis)
Aspirants · Major Contenders · Leaders

Measures ability to deliver services successfully. This is captured through four subdimensions

Vision and strategy
Vision for the client and itself; future roadmap and strategy

Scope of services offered
Depth and breadth of services portfolio across service subsegments/processes

Innovation and investments
Innovation and investment in the enabling areas, e.g., technology IP, industry/domain knowledge, innovative commercial constructs, alliances, M&A, etc.

Delivery footprint
Delivery footprint and global sourcing mix

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

In order to assess advances on **market impact**, we evaluate each provider's performance across a number of parameters including:
- Yearly ACV/YoY revenue growth
- # of new contract signings and extensions
- Value of new contract signings
- Improvement in portfolio mix
- Improvement in value delivered

In order to assess advances on **vision and capability**, we evaluate each provider's performance across a number of parameters including:
- Innovation
- Increase in scope of services offered
- Expansion of delivery footprint
- Technology/domain specific investments

We identify the providers whose improvement ranks in the top quartile and award the Star Performer rating to those providers with:
- The maximum number of top-quartile performance improvements across all of the above parameters

AND
- At least one area of top-quartile improvement performance in both market success and capability advancement

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.

FAQs

Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?
A: Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

Q: Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?
A: No. The PEAK Matrix highlights and positions only the best-in-class providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition.

Q: What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?
A: A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

Q: What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?
A: Enterprise participants receive summary of key findings from the PEAK Matrix assessment

- For providers
  – The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
  – In addition, it helps the provider/vendor organization gain brand visibility through being in included in our research reports

Q: What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?
A: Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:

  – Issue a press release declaring positioning; see our citation policies

  – Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR

  – Use PEAK Matrix badges for branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)

- The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with Everest Group; please contact your CD or contact us

Q: Does the PEAK Matrix evaluation criteria change over a period of time?
A: PEAK Matrix assessments are designed to serve enterprises' current and future needs. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality and to serve enterprises' future expectations.

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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**.

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With you on the journey