



Everest Group Marketing Services PEAK Matrix® Assessment 2025

Focus on Capgemini

June 2025



Introduction

The marketing services landscape is undergoing rapid transformation, with service providers increasingly focusing on technologies that enable data-driven, personalized, and AI-powered customer experiences.

The ecosystem is experiencing growing investments in technologies such as gen AI, agentic AI, and advanced analytics, enabling intelligent decision-making, automation, and hyper-personalization. Service providers are increasingly investing in partnerships and in-house technologies to streamline marketing service offerings by optimizing content creation, customer segmentation, and campaign performance.

Service providers are expanding their scope of services by merging technology and creative capabilities. Simultaneously, service providers continue to consolidate and unify their marketing services offerings under integrated branded offerings, positioning themselves as one-stop shops to meet the needs of customers increasingly prioritizing vendor consolidation.

The assessment is based on Everest Group's annual Request for Information (RFI) process for calendar year

2024, interactions with leading marketing service providers, client reference checks, and ongoing analysis of the marketing services market. Each provider profile provides a comprehensive picture of its service focus, key Intellectual Property (IP) / solutions, and domain investments.

The full report includes the profiles of the following 30 marketing service providers featured on the [Marketing Services PEAK Matrix](#):

- **Leaders:** Accenture Song, Capgemini, Cognizant, Deloitte Digital, IBM, Infosys, Merkle, TCS, and VML
- **Major Contenders:** Concentrix, DEPT, Dentsu Creative, Digitas, eClerx, EXL, HCLTech, .Monks, PwC, Rightpoint (a Genpact company), RRD, Stagwell, Tech Mahindra, TP Infinity, and Wipro
- **Aspirants:** Comviva, Concord, Exelatech, HGS, HH Global, and Randstad Digital (Cella)

Scope of this report

Geography: global

Industry: all

Services: marketing services

Marketing Services PEAK Matrix® characteristics

Leaders

Accenture Song, Capgemini, Cognizant, Deloitte Digital, IBM, 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 augment their services
- 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 gen AI and automation and innovative delivery models

Major Contenders

Concentrix, DEPT, Dentsu Creative, Digitas, eClerx, EXL, HCLTech, .Monks, PwC, Rightpoint (a Genpact company), RRD, Stagwell, Tech Mahindra, TP Infinity, 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

Concord, Comviva, Exelatech, HH Global, HGS, and Randstad Digital (Cella)

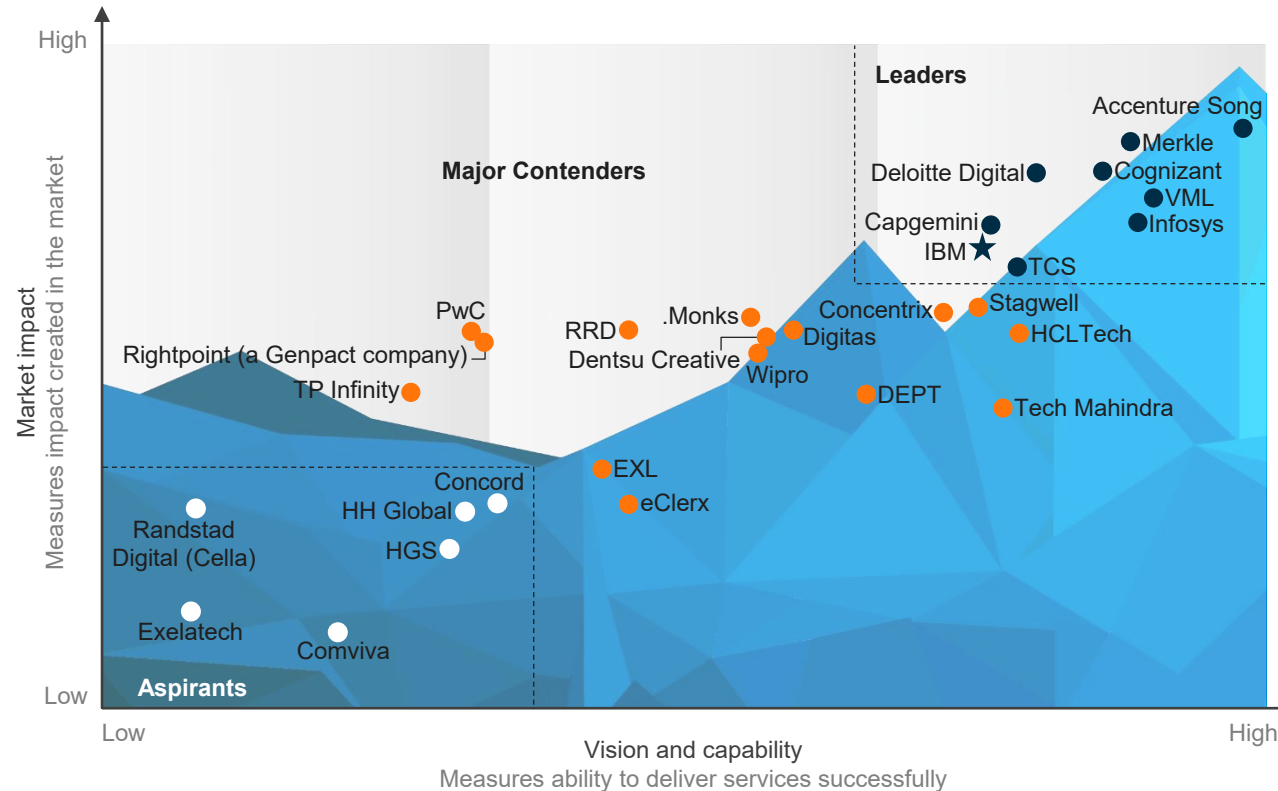
- Aspirants, with their limited scope of services, are focused on niche geographies, industries, or buyers, and have a relatively small scale of operations and a skewed shoring mix
- They offer innovative service delivery models; however, their capabilities in specialized services such as creative and media are currently limited

Everest Group PEAK Matrix®

Marketing Services PEAK Matrix® Assessment 2025 | Capgemini is positioned as a Leaders

Everest Group Marketing Services PEAK Matrix® Assessment 2025^{1,2}

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



¹ Assessments for Deloitte Digital, Dentsu Creative, DEPT, Digitas, HH Global, PwC, Rightpoint (a Genpact company), Stagwell, VML excludes 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

² Assessment of Exelatech, Concentrix, and .Monks includes partial inputs from the service provider and is based on Everest Group's estimates that leverage Everest Group's proprietary data assets, service providers public disclosure, and Interaction with buyers
Source: Everest Group (2025)

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Overview

Company overview

Capgemini, a global provider of business and technology services, helps organizations adopt digital technologies and sustainable practices. It offers services in strategy, design, engineering, and technology implementation. Its capabilities span AI, generative AI, cloud computing, and data management, all supported by industry expertise and a network of partners.

Overall marketing revenue (CY2024)

Not disclosed

Number of active clients for marketing services

<20	20-50	50-100	>100
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Number of active clients for marketing services

Capgemini delivers marketing services to more than 950 clients.

By geography

● N/A (0%) ● Low (1-15%) ● Medium (15-25%) ● High (>25%)		
● North America	● United Kingdom	● Rest of Europe
● Asia Pacific	● Latin America	● Middle East and Africa
● Australia and New Zealand		

By Industry

● N/A (0%) ● Low (1-10%) ● Medium (10-20%) ● High (>20%)		
● Automotive	● BFSI	● E-commerce
● Energy and utilities	● Healthcare and life sciences	● Manufacturing
● Electronics, hi-tech, and technology	● Telecom, media, and entertainment	● Travel, transport, and hospitality
● Public sector	● Retail, distribution, and CPG	● Others

By service segment

● N/A (0%) ● Low (1-10%) ● Medium (10-20%) ● High (>20%)		
● Customer	● Content	● Campaign
● Marketing Support	● Media	

By buyer size

● N/A (0%) ● Low (1-10%) ● Medium (10-20%) ● High (>20%)		
● Small (annual client revenue <US\$1 billion)	● Medium (annual client revenue US\$5-15 billion)	● Large (annual client revenue >US\$15 billion)

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Developments/Investments

[ILLUSTRATIVE] [NOT EXHAUSTIVE]

Recent developments/investments (representative list)

Nature of investment	Year	Details
Partnership	2025	It partnered with NVIDIA to accelerate enterprise adoption of agentic AI, enhancing end-to-end AI services across industries. The collaboration supports smarter, AI-driven customer experiences and personalized marketing through scalable, real-time insights
Acquisition	2024	Acquired Syniti, to strengthen data-driven digital transformation services including large-scale SAP transformations and enhancing customer experience by utilizing the expertise of over 1,200 data specialists
Technology	2024	Launched Connected Marketing Engine 2.0 with generative AI features, incorporating Adobe and Microsoft Azure to enhance marketing capabilities
Partnership	2023-2024	It partnered with Salesforce to launch the Generative AI for CX Foundry, helping clients automate content creation in Salesforce using AI. The initiative focused on secure, ethical adoption of generative AI for CRM through Salesforce Einstein, with industry-specific CX use cases
Partnership	2023-2024	It developed Azure Intelligent App Factory in partnership with Microsoft to support the use of generative AI across industries such as consumer products, life sciences, finance, manufacturing, and telecommunications. The initiative focused on moving AI projects into production, while ensuring security and regulatory compliance
Partnership	2024	It expanded its partnership with Google Cloud in data analytics and AI by establishing a global generative AI Center of Excellence (CoE). The center developed a library of over 500 industry use cases, initially focused on financial services, retail, and automotive sectors
Acquisition	2023	Acquired Braincourt, a specialist in business intelligence and data science services, to enhance data and analytics capabilities in Germany and Northern Europe
Acquisition	2023	Acquired Quantmetry, an independent consulting firm specializing in mathematical data modeling and AI solutions, to strengthen capabilities in France
Acquisition	2023	Acquired BTC Corporation (BTC), a cloud and digital services provider in Japan, to expand cloud and digital capabilities in the country
Acquisition	2023	It acquired 23red, a creative agency focused on purpose-driven campaigns, primarily serving clients in the public and third sectors. The agency specialized in developing brands and campaigns designed to influence positive behavioral change
Technology	2023	Developed the Connected Marketing Engine, an accelerator supported by Adobe, integrating content creation and distribution processes with customer data, enabling automated, hyper-personalized marketing processes

Capgemini profile (page 3 of 8)

Case studies

CASE STUDY 1

Leveraged technology-forward media solutions to enhance market positioning for a leading North American grocer

Business challenge

The client struggled with managing and optimizing media operations efficiently, while accelerating speed-to-market for CPG brands. It required a cost-effective and scalable solution to streamline advertising spend, improve content distribution, and enhance creative execution across various digital platforms.

Solution and impact

Capgemini implemented a data-driven media and content optimization approach, managing US\$150 million in annual advertising spend. It deployed generative AI solutions for media planning, automation, and content adaptation, improving efficiency and cost-effectiveness. It streamlined ad campaign execution, delivering over 4,000 campaigns and 9,000 assets per month, while achieving 45% cost efficiency and 20% faster speed-to-market for the client.

[ILLUSTRATIVE] [NOT EXHAUSTIVE]

CASE STUDY 2

Enhanced efficiency by establishing a digital marketing CoE

Business challenge

The client sought to optimize its digital marketing operations, improve service levels, and reduce costs through offshore center migration.

Solution

Capgemini responded by establishing a digital marketing CoE in India, delivering streamlined services across various processes such as web content management, online services, social media community management, digital analytics, digital asset management, and email marketing. The results included a 50% decrease in operational costs, a 20% increase in response rates and ticket resolution time, and an 18% growth in organic website traffic, as evidence of the tangible impact of Capgemini's initiative.

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Engagements

Key marketing services engagements

Client name	Process served	Region	Client since
A leading US-based multinational technology corporation	All	Not disclosed	Not disclosed
A leading US-based CPG company	All	US	Not disclosed
A global MedTech company	All	Global	Not disclosed
A large Dutch hardware chain	All	Europe	Not disclosed

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Capabilities

[ILLUSTRATIVE] [NOT EXHAUSTIVE]

Proprietary technology solutions (representative list)

Solution name	Process served	Year launched	Details
Generative AI-driven Content Velocity	Content	2024	It integrates AI tools into content creation processes to support the development of customized materials. These tools can adapt over time to improve relevance and effectiveness. Automation is used to reduce production time and costs. The approach includes user-friendly interfaces and governance frameworks to support collaboration between human and AI contributors and improve operational efficiency
AI customer activation and marketing journeys	Customer and marketing support	2024	This is a proprietary AI-based solution designed to support customer engagement and marketing processes. Using generative AI, it creates personalized experiences based on customer behavior and preferences across multiple channels. The solution helps organizations automate and scale communications, speed up campaign deployment, and manage marketing costs
AURA	All	2024	It is an AI-powered assistant built on private GPT technology, intended to support enterprise operations across multiple sectors. It offers features such as advanced search, data analysis, and personalized insights. The system is designed to be secure, customizable, and scalable, with integration capabilities for existing enterprise systems, while prioritizing privacy, security, and compliance
Data-Powered Operations Transformation (DPOT)	Data and analytics	2024	It is a framework, designed to accelerate business transformation and achieve measurable outcomes. Its functionalities provide deeper insights, enabling decisions across functions including finance, customer experience, and marketing
Connected marketing engine 2.0	Content and customer	2024	Enhanced marketing accelerator with generative AI capabilities, integrating Adobe and Microsoft Azure to power hyper-personalized, automated content creation and distribution based on customer data
Connected marketing engine	Content and customer	2023	It is an accelerator that contains content creation and distribution processes, combined with customer data, resulting in hyper-personalized (automated) marketing processes
890 by Capgemini	Data and analytics	2021	It enables clients to access insights that drive business outcomes efficiently and at scale and operates on any cloud platform and functions through a single interface
CornerShop	Customer	2021	It is a live store in London, created with The Drum and SharpEnd, designed to showcase future retail and customer engagement experiences

Capgemini profile (page 6 of 8)

Capabilities

[ILLUSTRATIVE] [NOT EXHAUSTIVE]

Partnerships (representative list)

Partner name	Process served	Year	Details
Microsoft	All	2024	Extended partnership with Microsoft to further accelerate adoption of generative AI technologies
AWS	All	2024	Partnered with AWS to deliver industry-specific AI solutions that optimize generative AI production costs
Salesforce	All	2024	Partnered with Salesforce to focus on AI agents, particularly through Salesforce's Agentforce platform
Nvidia	All	2024	Partnered with Nvidia to offer tailor-made agentic AI solutions, enabling companies in various sectors
Mistral.ai	All	2024	Extended their partnership to scale enterprise generative AI with customizable use cases
UiPath	All	2023	Extended their partnership to develop agentic AI solutions and upskill all employees for AI-powered service delivery
Unmetric	Media channels and data, analytics, and reporting	2023	Partnered with Unmetric to leverage a social benchmarking tool
Sociabble	Customer, content, and campaign	2021	Partnered with Sociable to enhance employee communications and advocacy
Mintel	Data, analytics, and reporting	2020	Partnered with Mintel to aggregate data for new product launches and gain market insights
Euromonitor	Data, analytics, and reporting	2020	Partnered with Euromonitor to access market insights reports
Semrush	Customer and data, analytics, and reporting	2018	Partnered with Semrush to utilize a keyword search analyzer and website audit tool
Hotjar	Customer and data, analytics, and reporting	2018	Partnered with Hotjar to implement website heatmaps and behavior analytics tools
Hootsuite	Content, media channels, and data, analytics, and reporting	2015	Partnered with Hootsuite to support social media marketing and management efforts

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Industry event participation

[ILLUSTRATIVE] [NOT EXHAUSTIVE]










Key events (representative list)

Event name	Date of event	Type of event	Details
Hannover Messe 2025	2025	Exhibitor	Showcased its Intelligent industry approach at Hannover Messe, presenting solutions for sustainable, connected, and optimized manufacturing
Life Insurance and Annuity Conference 2025	2025	Speaker	Engaged with industry professionals to discuss distribution management and digital transformation in insurance; focused on AI-driven solutions that streamline agent workflows, increase conversion rates, and improve operational efficiency
29th Annual Shared Services and Outsourcing Week (SSOW) – Orlando	2025	Sponsor and exhibitor	It participated as a Platinum Sponsor at SSOW Orlando, engaging with shared services and GBS professionals. It presented solutions including generative AI, agentic AI, and the Holobox Avatar demo, and led discussions on geopolitical shifts in GCCs and the business impact of AI through panels and workshops
Adobe Summit 2025	2025	Sponsor, speaker, and exhibitor	As a Platinum Sponsor at Adobe Summit 2025, engaging with industry experts on digital marketing and customer experience, it showcased AI-driven marketing solutions, hyper-personalization strategies, and connected marketing approaches, along with innovations in content supply chains and customer loyalty through keynotes, demos, and client case studies
Microsoft AI tour	2025	Speaker	It held sessions across several cities including London, Stockholm, Cologne, Utrecht, Milan, and Madrid, examining generative AI's role in enterprise transformation. The topics included Microsoft Copilot, workplace AI solutions, multi-agent AI scaling, manufacturing digitalization, and AI implementation

Capgemini profile (page 8 of 8)

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

- Capgemini offers a wide range of marketing services including content personalization, campaign services, loyalty services, media planning, and creative operations
- It has a robust suite of partnerships including Adobe, Salesforce, Sprinklr, Google, and Sitecore offering content management, CRM, paid media, and analytics
- Capgemini has launched gen AI-driven Content Velocity and gen AI-driven customer activation and marketing journeys aiding in orchestrating customer journeys end-to-end. It has also invested in Azure Data Factory in partnership with Microsoft, accelerating gen AI investments across industries, while maintaining regulatory compliance
- Its Connected Marketing Operations offering provides gen AI-driven solutions including content, campaign management, media planning, and performance management services. It has also launched the Connected Marketing Engine in partnership with Adobe offering real-time sentiment analysis, personalized product recommendations, customer segmentation, and personalized campaign creation
- It has also launched gen AI-driven marketing assistants including first-party data assistant aiding in transforming unstructured data to structured data, segmentation assistant providing attributes and behavior insights, and campaign assistant, aiding in generation of micro-campaigns
- Buyers highlighted the quality of service and domain expertise as key strengths for Capgemini

Limitations

- While Capgemini serves various sectors including retail, CPG, e-commerce, and BFSI, its capabilities in serving clients from healthcare, technology, travel and hospitality, and telecom and media verticals remain largely untested
- While it serves a variety of geographies such as North America, the UKI, Continental Europe, and APAC regions, it has limited exposure to provide marketing services to LATAM and MEA regions
- Buyers emphasized relationship management and streamlined decision-making as key areas of improvement for Capgemini

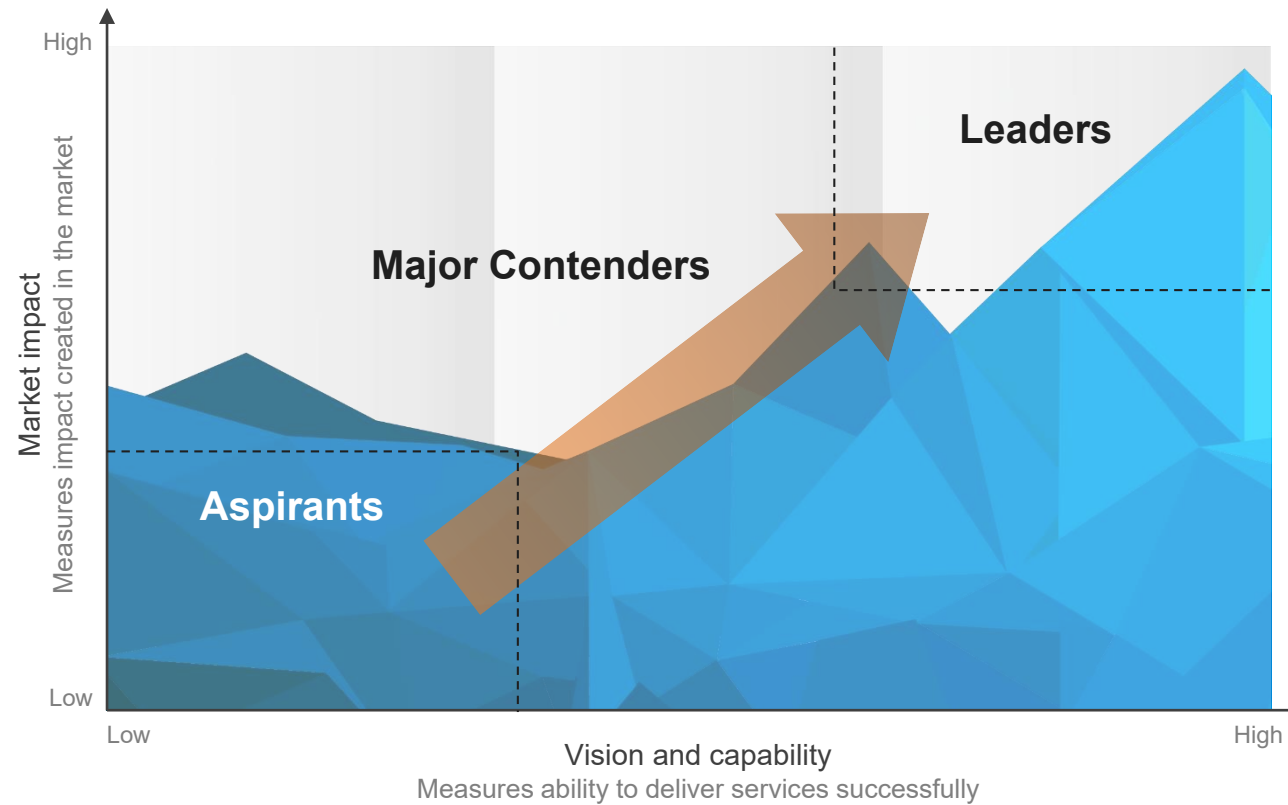
Appendix

PEAK Matrix® framework

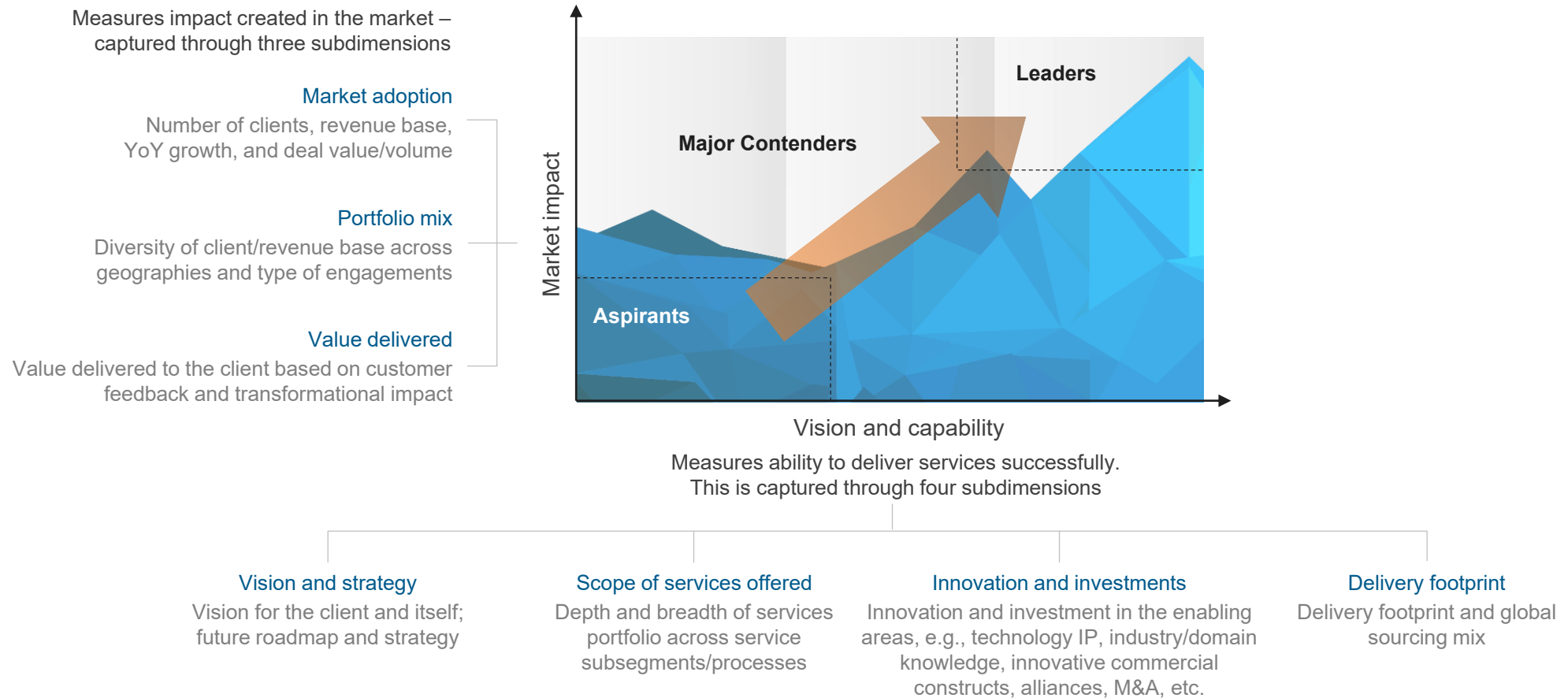
FAQs

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

Everest Group PEAK Matrix



Services PEAK Matrix® evaluation dimensions



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 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.

Stay connected

Dallas (Headquarters)

info@everestgrp.com

+1-214-451-3000

Bangalore

india@everestgrp.com

+91-80-61463500

Delhi

india@everestgrp.com

+91-124-496-1000

London

unitedkingdom@everestgrp.com

+44-207-129-1318

Toronto

canada@everestgrp.com

+1-214-451-3000

Website

everestgrp.com

Blog

everestgrp.com/blog

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