Everest Group Marketing Transformation Services PEAK Matrix® Assessment 2026

Focus on Capgemini

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Introduction

In today's rapidly evolving marketing landscape, enterprises are under pressure to deliver more personalized, measurable, and cost-efficient customer experiences across channels. The convergence of creative, content, commerce, data, and technology has expanded the role of marketing beyond brand building to a broader growth and experience transformation agenda.

Marketing and experience services providers are playing a central role in this shift by helping enterprises modernize marketing operating models, industrialize content and campaign execution, embed analytics-led decision-making, and scale AI and agentic AI-enabled marketing capabilities. This is becoming more critical as CMOs face growing pressure to demonstrate Return on investment (RoI) from marketing investments while improving speed, productivity, and business impact.

The market is also being reshaped by the growing adoption of agentic AI and the need to orchestrate AI agents across marketing workflows. Enterprises are increasingly seeking service providers that can simplify fragmented marketing environments, improve data and platform interoperability, and enable more agile, outcome-oriented marketing delivery.

In the report, we present an assessment of 29 service providers featured on the Marketing Transformation Services PEAK Matrix® Assessment 2026, a comprehensive matrix that evaluates and categorizes service providers based on their capabilities and market impact. The assessment is based on Everest Group's annual RFI process for CY2025, interactions with leading marketing and experience services providers, buyer reference checks, and ongoing analysis of the marketing and experience services market.

The full report includes the profiles of the following 29 leading marketing and experience services providers featured on the Marketing Transformation Services PEAK Matrix Assessment 2026:

- **Leaders:** Accenture Song, Capgemini, Cognizant, Deloitte Digital, IBM, Infosys, Merkle (Dentsu), Omnicom, Publicis Groupe, and TCS
- **Major Contenders:** Concentrix, DEPT, eClerx, Genpact, HCLTech, LTM Interactive, Monks, PwC, RRD, Stagwell, Taktical (MediaMint), Tech Mahindra, TELUS Digital, Wipro, and WPP
- **Aspirants:** Apply Digital, HGS, Tenarai, and Zensar

Scope of this report

Geography: global

Industry: all industries

Services: marketing and experience services

Marketing transformation services value chain

[NOT EXHAUSTIVE]

GTM strategy

Brand strategy and insight
- Brand strategy
- Brand audit
- Brand design
- Brand management
- Brand health
- Market and user research planning

Experience and product design
- Experience design strategy
- Digital product strategy
- Customer journey mapping
- UI/UX design
- Digital product design

Engagement services

Content and creative services

Creation and management
- Strategy
- Planning
- Production
- Localization
- Migration
- Scaling
- Personalization
- Post production
- Quality assurance

Analytics and optimization
- Content and creative analytics
- Optimization
- Workflow and asset management

Campaign[1]

Strategy and orchestration
- Campaign strategy
- Campaign budget allocation
- Campaign activation and execution
- Cross-channel orchestration (email / organic social / website)

Management and optimization
- Campaign optimization
- Campaign spend optimization
- Campaign reporting and performance evaluation

Media and activation services

Media strategy
- Media and channel strategy
- Channel selection
- Channel optimization

Activation services
- Programmatic ad buying and execution
- Performance marketing (social/SEM/influencer)
- Media measurement and analytics
- Cross-channel optimization
- Attribution and RoI analysis

Growth and retention services

Digital commerce
- Consulting across commerce business models; platform selection
- Platform implementation and storefront development
- Updating content, catalog, and pricing; user and account management
- Cart and check out, platform – new feature addition and usability enhancement
- Sustainable commerce

Loyalty services
- Loyalty program strategy and design
- Loyalty platform management
- Rewards management
- Loyalty program optimization

Technology

Platforms and tools such as Digital Experience Platforms (DXP), Customer Relationship Management (CRM), Customer Data Platform (CDP), marketing automation platforms, marketing analytics platforms, digital commerce platforms, personalization and recommendation engines, Content Management Systems (CMS), social media management platforms, AdTech and programmatic advertising platforms, Search Engine Optimization (SEO) and content optimization tools, customer journey orchestration platforms, influencer marketing platforms, loyalty and retention platforms, and Digital Asset Management (DAM) systems

Data, analytics, and AI – data strategy, customer 360 and personalization, data activation, reporting and analytics, data privacy, and data governance

Platform maintenance and support

1 Includes all owned and earned campaign activities; paid media is covered under Media and Activation Services

Marketing Transformation Services PEAK Matrix® characteristics

Leaders

Accenture Song, Capgemini, Cognizant, Deloitte Digital, IBM, Infosys, Merkle (Dentsu), Omnicom, Publicis Groupe, and TCS

- Leaders offer end-to-end marketing transformation across strategy, experience, content, commerce, media, loyalty, MarTech, data, analytics, and AI-led operations
- They demonstrate strong proprietary IP, AI accelerators, orchestration frameworks, and industry-specific solutions, along with production-ready agentic AI use cases to drive measurable business outcomes
- They have broad global delivery networks, certified talent pools, and the ability to support large, multi-region transformation programs across complex enterprise environments
- They maintain strong market position through acquisitions, ecosystem partnerships, thought leadership, and participation in major marketing, commerce, and AI forums

Major Contenders

Concentrix, DEPT, eClerx, Genpact, HCLTech, LTM Interactive, Monks, PwC, RRD, Stagwell, Taktical (MediaMint), Tech Mahindra, TELUS Digital, Wipro, and WPP

- Major Contenders demonstrate credible capabilities across core marketing transformation areas, with stronger depth in selected segments such as MarTech, content operations, commerce, media, or campaign services
- They are investing in AI-led accelerators, automation frameworks, and industry-specific solutions, although scale and maturity vary across providers
- Their delivery models combine offshore scale with selective onshore/nearshore presence; however, regional depth and localization capabilities remain uneven across geographies
- They are strengthening partnerships, acquisitions, and innovation programs; however, joint IP, outcome-linked models, and thought leadership are less consistent than that of Leaders

Aspirants

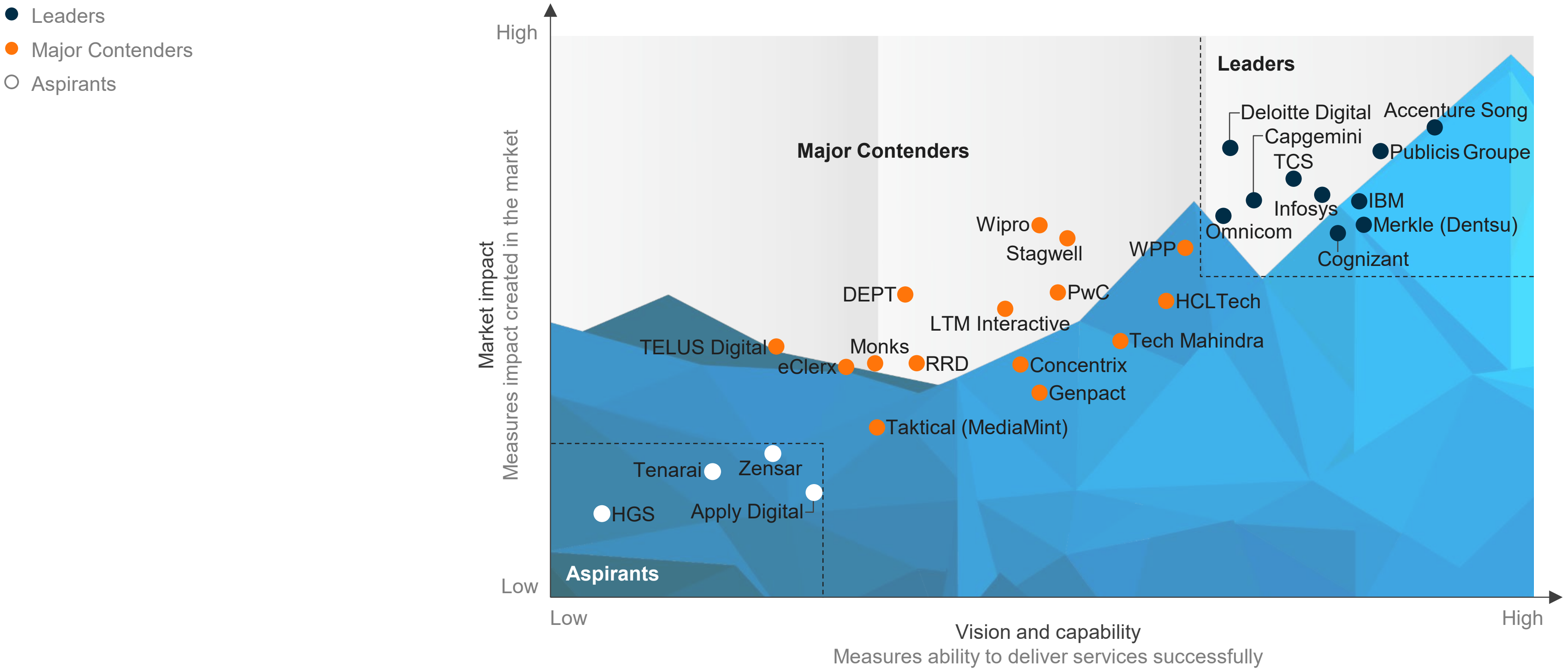
Apply Digital, HGS, Tenarai, and Zensar

- Aspirants typically operate at a relatively limited scale and have selective marketing transformation capabilities, with depth concentrated in specific areas such as experience design, content, MarTech implementation, campaign execution, or commerce
- They continue to strengthen their AI-enabled assets and platform partnerships; however, their IP portfolios remain narrower and less vertically contextualized than that of Leaders and Major Contenders
- Their market presence is often concentrated across fewer geographies, industries, or buyer segments, limiting visibility in large, multi-region transformation programs
- They are best suited for enterprises seeking focused, agile, and specialized marketing transformation support rather than broad end-to-end global programs

Everest Group PEAK Matrix®

Marketing Transformation Services PEAK Matrix® Assessment 2026 | Capgemini is positioned as a Leader

Everest Group Marketing Transformation Services PEAK Matrix® Assessment 2026[1,2,3]



1 Assessments for Accenture Song, Deloitte Digital, DEPT, Omnicom, Publicis Groupe, PwC, Stagwell, and WPP excludes service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with buyers
2 Assessments for Concentrix, HGS, IBM, and Merkle (Dentsu) are based on partial inputs provided
3 Assessments for agency holding companies include their key business units: WPP (VML and WPP Media), Omnicom (Omnicom Media Group and Omnicom Precision Marketing Group), and Publicis Groupe (Publicis Sapient and Publicis Media)
Source: Everest Group (2026)

Capgemini

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 end-to-end marketing transformation capabilities across brand strategy, experience design, content and creatives, digital commerce, loyalty, campaign, and media activation
- It has developed Helix as an agentic marketing platform, combining strategy, content production, orchestration and activation, and data to support AI-led marketing execution
- It is well suited for enterprises seeking outcome-based pricing flexibility, with contracts including components that align commercial models closely with business performance
- It has strengthened its operations capabilities through the acquisition of WNS, adding support for AI-enabled marketing operations at scale
- It has a robust suite of AI-powered assets such as Synthetic Persona for Marketing to test messaging and strategies, GEO Genius for AI search visibility, and Content Factory for end-to-end content lifecycle management
- It has developed Capgemini RAISE to build, integrate, and operate custom gen and agentic AI solutions at scale while balancing trust, cost, and speed

Limitations

- Capgemini’s capabilities in serving clients from technology, travel and hospitality, and telecom and media verticals remain largely untested
- Enterprises in LATAM and MEA may find its marketing transformation experience less proven compared to other regions

Market trends

The marketing and experience services market is expanding as enterprise modernization mandates evolve toward AI-led productivity, agentic workflows, personalization, and measurable business impact

Market size and growth

- The marketing and experience services market size analyzed for this PEAK report was estimated at US$316-336 billion in 2025, growing at an average of ~6-8% in 2024-25
- Everest estimates the total marketing and experience services market to grow at a CAGR of 7-9% over 2025-28E
- Growth is being shaped by two provider archetypes: large transformation partners winning enterprise-wide modernization mandates and niche operations specialists growing through AI-led content supply chain, campaign orchestration, and performance marketing use cases

Key drivers

Agentic AI and agent orchestration	Enterprises are moving from gen AI pilots to agentic workflows across content, campaigns, analytics, and decisioning to improve marketing productivity.
Agentic commerce and AI-led discoverability	AI-led discovery, recommendations, and commerce journeys are driving the demand for Generative Engine Optimization (GEO) / Answer Engine Optimization (AEO) and content optimization to improve brand visibility, relevance, and conversion readiness.
Content supply chain modernization	The rising demand for personalized and localized content is pushing enterprises to industrialize content creation, approval, reuse, and activation workflows.
MarTech rationalization	Fragmented MarTech, media, content, and data environments are driving the demand for rationalized platforms and stronger data foundations.
Retention-led customer growth	Enterprises are reimagining loyalty beyond points-based programs into data-driven engagement models that improve retention, lifetime value, and customer advocacy.

Challenges

Budget pressure and RoI scrutiny	Flat or constrained marketing budgets are increasing the pressure on CMOs to prove measurable business impact from marketing, MarTech, and AI investments.
AI governance	Enterprises are exploring AI and agentic AI. However, concerns around orchestration, accountability, brand-safety, compliance, and human-in-loop oversight remain key adoption barriers.
Data readiness	Inconsistent customer data, identity gaps, consent requirements, and fragmented taxonomies limit personalization, AI activation, and measurement effectiveness.
Talent gaps	Enterprises often lack the skills, ownership models, change management capabilities, and clarity on how roles and workflows should evolve in an AI-led marketing environment.

Provider landscape analysis

Large transformation partners continue to anchor market share, while digital specialists and operations-led providers are gaining momentum through MarTech modernization, content supply chain transformation, and campaign orchestration capabilities

Market share analysis of the providers[1]

2025; percentage of the overall market of marketing and experience services

Provider YoY growth

2024-25; percentage growth

1 Providers are listed alphabetically within each range

Key buyer considerations

Buyers are increasingly prioritizing partners that combine strategic partnerships, specialized talent, agentic AI and automation capabilities, and outcome discipline to accelerate transformation within tighter budgets

Key sourcing criteria

Priority: High → Low

Strategic partnership and business context
Buyers seek partners that understand their business, stakeholders, and operating context, and provide proactive guidance beyond task execution.

Agentic AI and emerging technology readiness
Buyers expect partners to combine agentic AI, automation, and operating model redesign capabilities to help scale AI and agentic AI solutions in a practical, governed, and optimized manner.

Domain and platform expertise
Buyers prioritize deep expertise across verticals, MarTech, CRM, media, analytics, content, and platform ecosystems to augment internal teams and accelerate delivery.

End-to-end transformation services
Buyers value partners that can support the full journey from strategy and design to implementation, orchestration, and managed execution.

Outcome-linked models and accountability
Buyers require clear success measures and commercial models linked to business outcomes such as revenue, conversion, retention, speed, quality, and efficiency.

Summary analysis

Buyers increasingly expect providers to operate as embedded strategic partners with strong business understanding, specialized talent, and platform expertise rather than serving only as execution enablers.

Agentic AI, automation, and data capabilities are becoming key sourcing filters; however, buyers remain focused on practical adoption, flexible scaling, budget alignment, and measurable outcomes across speed, quality, efficiency, and business impact.

Key takeaways for buyers

Align with providers that combine embedded partnership, business context, and specialized platform expertise to support strategy-to-execution delivery

Prioritize partners investing in agentic AI, emerging technologies, data, and personalization capabilities to improve speed, productivity, and marketing impact

Use flexible engagement models that balance rapid scaling, cost discipline, and outcome accountability across quality, efficiency, and business results

Key observations in the provider landscape

Shifts in provider capabilities

Providers are moving from execution capacity toward AI-led transformation support, combining consulting, automation, analytics, and platform modernization capabilities.

Differentiation across provider types

Specialist providers stand out for deep MarTech, CRM, media, and platform expertise, while larger partners are valued for end-to-end transformation, scaling, outcome accountability, governance, and global delivery.

Key innovations

Key innovations center on agentic commerce, GEO, AI-led media transparency, campaign orchestration, personalization, analytics, verticalized solutions, and MarTech platform modernization.

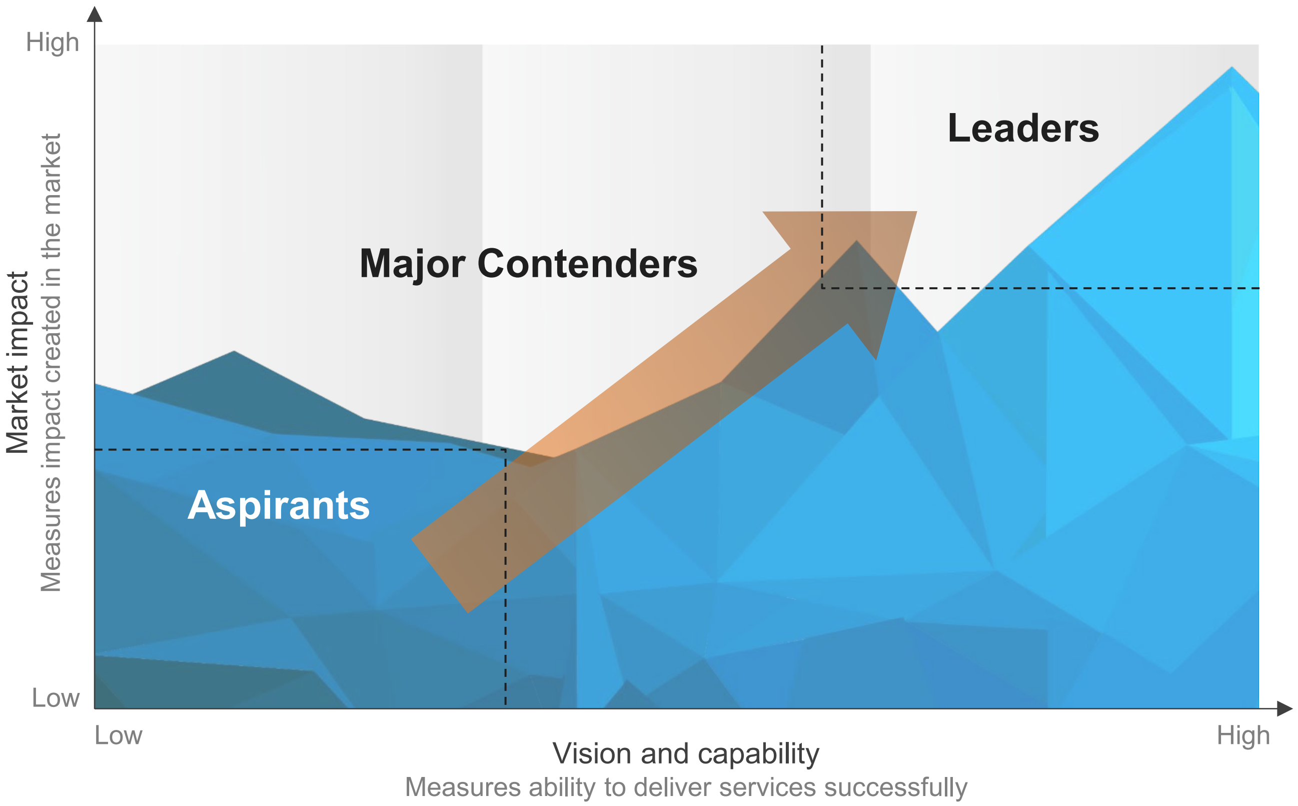
Appendix

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



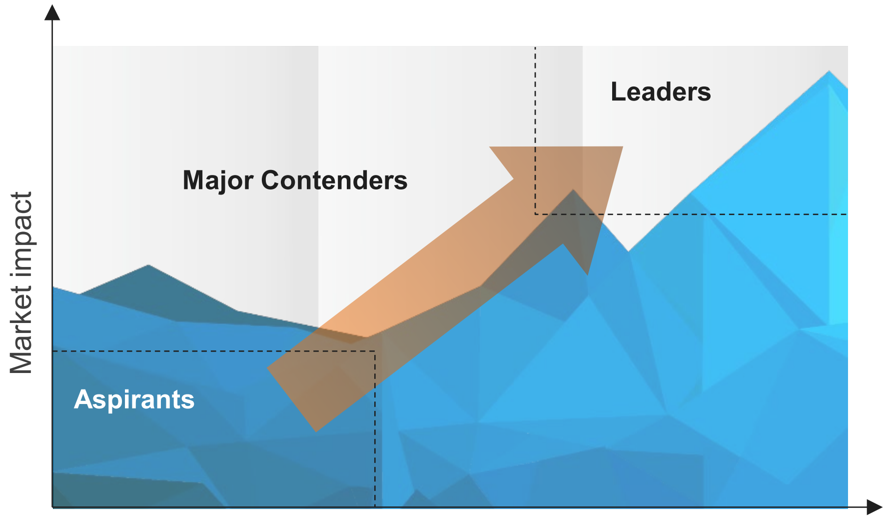
Services PEAK Matrix® evaluation dimensions

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



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

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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