



Cognizant Marketing BPS Services

Vendor Assessment
Report Abstract

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11 pages

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Who Is This Vendor Assessment For?

NelsonHall's Marketing BPS profile on Cognizant is a comprehensive assessment of Cognizant's marketing BPS offerings for organizations and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of marketing BPS services to serve organizations, and identifying vendor suitability for marketing BPS RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the support services sector.

Key Findings & Highlights

Cognizant traditionally provided campaign management services including list management, opt in/opt out, and analytics alongside wider CRM implementation work.

In 2009, Cognizant acquired MarketRX, a health sciences Salesforce effectiveness analysis firm. Cognizant leveraged these services to enter into other verticals requiring sales force effectiveness services and territory alignment. In the same year Cognizant also acquired UBS, a content management and microsite development agency.

Cognizant has expanded its marketing analytics offerings into risk assessment, pricing sensitivity, product mix, and advertisement effectiveness. These are generally project based, while sales force effectiveness contracts are usually longer term engagements.

From 2013 Cognizant has made two acquisitions to strengthen its marketing BPS capability:

- The first was Q-Bridge: an advertising and marketing consultancy that Cognizant acquired in 2013
- The second was Cadient: this acquisition strengthened Cognizant's ability to provide digital marketing services to the U.S. healthcare industry.

Scope of the Report

The report provides a comprehensive and objective analysis of Cognizant's marketing BPS capabilities, and market and financial strength, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, weaknesses, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Key client case studies
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery locations.



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Report Length

11 pages

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Marketing BPS Services Vendor Assessments Also Available for:

Infosys

Minacs

HGS

Concentrix

Tech Mahindra

Genpact

transcosmos

TRANSCOSMOS

WNS

Xerox

Wipro.