



## New Research In Action Vendor Selection Matrix™ Report – Digital Marketing Service Providers: The Top Global Vendors 2020.

**Germany – August 4<sup>th</sup> 2020: Most companies engage with multiple Digital Marketing Service Providers (DMSPs) at the same time, 33% of companies with four or more of them.**

Digital Marketing Service Providers (DMSP) are organizations that provide consulting and project implementation services to marketing organizations around their digital marketing programs. They have varied origins, many of them describing themselves as marketing agencies, digital agencies or digital experience or even digital transformation service providers. The vendor landscape of the Top 20 global vendors collected in our survey of 1,500 businesses also identified some more traditional IT system integrators who do complex corporate digital experience projects. But there is clearly no apparent “Agency of Record” strategy for digital marketing services: marketers are selecting the DMSP that is most suitable for each individual project or functionality.



The Vendor Selection Matrix™ is a primarily survey-based methodology for vendor evaluation where 62.5 % of the evaluation is based on a survey of enterprise IT or business decision makers and 37.5 % on the analyst’s opinion. The analyst’s input is fed by a combination of intensive interviews with software or services vendors and their clients, plus their informed, independent point-of-view as an analyst. All of this combines to make Research in Action Vendor Selection Matrix™ reports so unique. This approach is one of



the key differentiators of Research In Action in market research. For this report we interviewed 1,500 IT managers with budget responsibility in enterprises globally. We selected those vendors which achieved the best evaluations scores from the buyers but disregarded those with fewer than 15 evaluations.

Report details can be viewed here: <http://researchinaction.de/wp-content/uploads/VSM-DMSP-GI-2020-WWW.pdf>

Peter O’Neill, Research Director for Marketing Automation at Research In Action GmbH, comments:

- **DMSPs are most valuable for customer experience (CX) projects.** Our survey reveals that CX is the leading strategic topic while content marketing is the leading outsourced marketing service. The outside-in view provided by an external resource like a DMSP is helping marketers to create and maintain a customer-centric communications strategy. Each project requires a mix of creative talent, data scientists, subject matter experts, and vertical expertise. Not many marketing organizations have the right mix of right and left-brain talent required to deliver these experience services and so seek assistance from DMSPs who have built up these resources.
- **Marketers need DMSPs for a multitude of reasons.** They may be seeking strategic guidance on a one-off basis; stretched to find specific skills or market-knowledge; or they need product-specific skills to operate their marketing-automation software. There may be cost advantages in deploying a DMSP instead of hiring new staff to cover these needs. Even if they do have resources, some marketing executives keep a DMSP involved to cover eventual staff fluctuation.
- **DMSPs are deployed more tactically than traditional marketing agencies.** Many companies have been very vocal about their dissatisfaction with the traditional agency model where digital production is often de-coupled from strategy and creative work. They are taking marketing work back in-house and distributing project-based work to specialty DMSPs.
- **Most DMSPs are not good at marketing themselves.** DMSPs probably advise clients on providing a rich customer experience with an outside-in design and personalization; sprouting the “don’t make it all about you” mantra. Ironically, their own websites are just that. This applies particularly to the agency-centric ones: who prefer to tell their own story but with few words per webpage, large graphics, and sentences/statements that require several clicks to complete the narrative. Inbound marketing does not rank highly in their go-to-market model.
- **Who came out on top?** Here are the top vendors of the Vendor Selection Matrix™ – Digital Marketing Service Providers 2020:
  1. VALTECH
  2. R/GA
  3. HUGE
  4. MERKLE



5. 10PEARLS
6. CAPTECH
7. ICFNEXT
8. MPHASIS
9. EPAM
10. PROXIMITY WORLDWIDE

**Vendor Selection Matrix™ Disclaimer:**

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**About Research In Action:**

Research In Action GmbH is a leading independent information and communications technology research and consulting company. The company provides both forward-looking as well as practical advice to enterprise as well as vendor clients.

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