

Publicis Groupe Named a Leader for Global Digital Experience Services by Independent Research Firm

Publicis Groupe achieved the highest score in the Current Offering category

The results of the company's latest evaluation follow a Leader ranking in Loyalty Service Providers, Q3 2021 report

Paris – June 16, 2022 – Publicis Groupe [Euronext Paris FR0000130577, CAC 40] today announced that it has been named a Leader in “The Forrester Wave™: Global Digital Experience Services, Q2 2022” by Forrester Research, Inc. In the evaluation, Publicis Groupe was the top ranked company in the Current Offering category and received the highest scores possible in nine criteria, including: customer experience strategy services, experience design services and systems, digital marketing strategy and implementation services, content technology services, analytics technology services, and more.

Publicis Groupe also earned the highest scores possible in criteria within the Strategy category: vision, execution roadmap, market approach, planned enhancements, and innovation roadmap. The report used 21 criteria to evaluate 14 of the most significant digital experience service providers, including how they deliver integrated and orchestrated solutions to unlock value across marketing campaigns, CX, and commerce.

“Through bold creative, smart and scaled media, resonant CRM, and cutting-edge commerce solutions, we are uniquely equipped to solve the fundamental challenges marketers are facing amidst a rapidly evolving landscape, characterized by an always-on and multi-dimensional consumer journey,” says Jem Ripley, CEO, Publicis Digital Experience U.S. “We’re thrilled by Forrester’s recognition of our digital experience services, represented by our [Razorfish](#), [Digitas](#), [Hawkeye](#), [Publicis Health](#), and Epsilon businesses, to name a few.”

This newest ranking follows the company’s ranking as a Leader with the highest score in the Current Offering category in [The Forrester Wave™: Loyalty Service Providers, Q3 2021](#), which credits the Groupe for exceling in delivering highly effective loyalty marketing and design services, among other capabilities.



The “Forrester Wave™: Global Digital Experience Services, Q2 2022” report states that “Publicis Groupe leads with experience transformation in a platform-centric world”. It goes on: “The company’s digital experience strategy is to help brands thrive in a world in which platforms like Facebook, TikTok, and Amazon shape consumer engagement” and “...to achieve this vision, Publicis Groupe acquired Epsilon in 2019 as the foundation for managing identity across the customer journey.”

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About Publicis Groupe - The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in communication. The Groupe is positioned at every step of the value chain, from consulting to execution, combining marketing transformation and digital business transformation. Publicis Groupe is a privileged partner in its clients’ transformation to enhance personalization at scale. The Groupe relies on ten expertise concentrated within four main activities: Communication, Media, Data and Technology. Through a unified and fluid organization, its clients have a facilitated access to all its expertise in every market. Present in over 100 countries, Publicis Groupe employs around 90,000 professionals.

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