

Publicis Groupe Named a Leader in Global Marketing Services Report by Independent Research Firm

*Publicis Groupe achieved the highest scores in both Current Offering and Strategy categories;
Only partner with top scores in Vision and Market Approach criteria*

Paris – Aug. 10, 2022 – Publicis Groupe [Euronext Paris FR0000130577, CAC 40] today announced that it has been named a leader in “The Forrester Wave™: Global Marketing Services Report, Q3 2022” by Forrester Research, Inc. Publicis Groupe was the highest ranked company in both Current Offering and Strategy categories and earned the highest score possible for media management services, customer data strategy & activation services, digital experience services, privacy thought leadership, workforce strategy, vision and market approach.

“Publicis Groupe champions integration with a connected tech and services approach,” notes the report. Furthermore, the report noted that it “has some of the strongest marketing capabilities in the evaluation, especially for media and data. The company uses a growth approach to media, benefits from its proprietary CORE ID product, and effectively leverages Publicis Sapient’s business consulting and experience development. Epsilon’s strong data privacy features make the Groupe a privacy thought leader.”

“The strength of our truly differentiated model continues to stand apart from the industry,” said Publicis Groupe Chairman and CEO Arthur Sadoun. “We are proud to be named a leader, not only for our vision, but in recognition for us that with future-proofing acquisitions like Epsilon and Sapient, integrated with our media and creative operations, we have unique capabilities to help our clients transform their marketing, optimize their spend and grow their business in these dynamic times.”

This latest ranking makes Publicis Groupe a Leader in four Forrester Waves in 2022, including: [The Forrester Wave™: Customer Data Strategy and Activation Services Report, Q2 2022](#), [The Forrester Wave™: Global Digital Experience Services, Q2 2022](#), [The Forrester Wave™: Global Media Management Services, Q3 2022](#) and, now [The Forrester Wave™: Global Marketing Services, Q3 2022](#).



###

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.

www.publicisgroupe.com | *Twitter: @PublicisGroupe | Facebook | LinkedIn | YouTube | Viva la Difference!*

Contacts

Delphine Stricker	Communication Director	+ 33 (0)6 38 81 40 00	delphine.stricker@publicisgroupe.com
Lizzie Dewhurst	Corporate Communications EMEA	+ 44 (0)79 49 918194	lizzie.dewhurst@publicisgroupe.com
Michelle McGowan	Corporate Communications US	+1 312 315 5259	michelle.mcgowan@publicisgroupe.com