



Publicis.Sapient Digital Pioneers – DigitasLBI, Razorfish and SapientNitro – All Named Leaders in Gartner’s Magic Quadrant for Global Digital Marketing Agencies

[Publicis.Sapient](#), the world’s most advanced digital transformation platform, is honored to have all three of the platform’s digital agencies positioned as Leaders in Gartner’s Magic Quadrant for Global Digital Marketing Agencies, 2016. The recognition points to the overall strength of the Publicis.Sapient platform in helping clients transform in a digitally disrupted environment.

Purpose-built for a digital world, the Publicis.Sapient Platform combines and connects the leading digital pioneers and thinkers from [DigitasLBI](#), [Razorfish](#) and [SapientNitro](#), with the experienced consultants and technologists with deep industry expertise from Sapient Consulting. In addition to extending the individual capabilities of each of its brands to deliver even greater client impact, the Publicis.Sapient platform has the ability to dynamically configure, leveraging the collective capabilities of the brands to help clients as they move beyond considering digital an extension of their business and put digital at the core of their operations.

“The market now demands that companies transform themselves into fully digital enterprises, rethinking and reconnecting key business activities that together change the basis for competition and lead to step change improvements in performance,” said Bill Kanarick, chief strategy officer, Publicis.Sapient. “We’re honored to see SapientNitro, DigitasLBI, and Razorfish each named as a Leader by Gartner and look forward to continuing to partner with our clients as they seek to redefine their businesses in the digital era.”

For the report, Gartner analyzed 21 digital marketing agencies that compete on the global stage. Agencies were evaluated on their completeness of vision and ability to execute, including fifteen criteria ranging from strategy and innovation to marketing execution and customer experience.

The report’s authors, Jay Wilson, Simon Yates, Martin Kihn and Jennifer Polk noted, “Leaders help their clients develop digital marketing platforms designed for systemic growth and scale; they do so by harnessing their own significant expertise, implementing digital marketing programs driven by data and analytics.”



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About Publicis.Sapient

Publicis.Sapient, part of Publicis Groupe, is a Digital Transformation Platform purpose-built to solve for the challenges of today's digital world — where companies seek to become fully digital businesses. Publicis.Sapient was forged to address this challenge by helping clients advance 7 key and increasingly interrelated business activities. We do this by uniquely combining Digital Solutions & Business/Technology Consulting. The platform houses the leading digital pioneers and thinkers from DigitasLBi, Razorfish and SapientNitro, combined with experienced consultants and technologists with deep industry expertise from Sapient Consulting. By dynamically configuring to ensure our clients have access to our full collection and connection of expertise, the Publicis.Sapient platform is creating a new way of working with clients that is agile and responsive to meet the demands of the digital marketplace. Publicis.Sapient is 23,000 people strong, across 100 offices in 50 countries. For more information, visit www.publicis.sapient.com.

Contact

Stacy Simpson
Chief Communications Officer
+1 (914) 830-8510
stacy.simpson@sapient.com