

Publicis Groupe Named a Leader in Commerce Services by Independent Research Firm

- *Publicis Groupe Obtained Highest Scores Possible in 13 Criteria*
- *Publicis Groupe Tied for the Highest Score in Strategy category*
- *The report cites, “Publicis leads with a platform-centric portfolio for total commerce experiences.”*

May 15, 2024, Paris – Publicis Groupe [Euronext Paris FR0000130577, CAC 40] today announced that it was named a Leader in “The Forrester Wave™: Commerce Services, Q2 2024” by Forrester Research, Inc. Publicis Groupe is tied for the highest score in the Strategy category and received the highest scores possible in the Vision, Innovation, and Partner Ecosystem criteria. Publicis Groupe is also one of the top ranked in the Current Offering category with the highest scores possible in 9 criteria within this category, including: Case studies, Commerce Strategy, Social Commerce, CRM Services, Content, eCommerce, Data, Analytics & AI, Retail Media, and Managed Services. Publicis Groupe is the only vendor evaluated as a Leader to receive the highest possible score (5.0) in the criterion of eCommerce.

As Commerce expands from a purchase moment within a single channel to a total commerce experience, Forrester recommends that brands look for providers with a full set of marketing and commerce capabilities — with experience in their industry, category, and markets to help them. The 10 providers in the report – which Forrester notes are those that matter most – were evaluated based on current offering, strategy, and market presence.

“Publicis leads with a platform-centric portfolio for total commerce experiences,” notes the report. Furthermore, the report cites that “Publicis Groupe assembles capabilities across media, communications, transactions, technology, and data into a commerce strategy under a single executive. This matrixed organization brings a united front to client engagements, global delivery, platforms, and acquisitions, giving it a critical mass to deliver total commerce services.”



The report goes on to note, “Among the providers we evaluated, Publicis shows strength in retail media, content, and analytics, helping retailers build media networks and helping brands generate content, target audiences, and optimize their retail media performance.” Publicis believes this underscores the strength of Epsilon Retail Media, the Groupe’s next generation retail media platform that leverages AI and person-first identity to help retailers and advertisers drive sales while increasing brand loyalty.

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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 103,000 professionals.

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