



January 7, 2015

## SapientNitro Named a Leader for Third Consecutive Year in 2014 Gartner Evaluation of Global Digital Marketing Agencies

*Evaluation Reflects SapientNitro's Completeness of Vision and Ability to Execute*

BOSTON--(BUSINESS WIRE)-- [SapientNitro](#), part of Sapient® (NASDAQ: SAPE), today announced that top independent research firm Gartner, Inc. has positioned the agency as a Leader in its "Magic Quadrant for Global Digital Marketing Agencies"<sup>1</sup>. This is the third consecutive year that SapientNitro has been positioned in the Leaders quadrant.

The report's authors, Richard Fouts, Andrew Frank, Martin Kihn and Jennifer Polk noted, "As CMOs and digital marketing executives continue to influence and lead strategic growth plans, particularly those available from a connected economy, a new type of agency — which blends business strategy, creative services, experience design and technology — continues to evolve and mature."

For the report, Gartner analyzed 20 digital marketing agencies that compete on the global stage. Agencies were evaluated on completeness of vision and ability to execute.

According to the report, "Leaders in this market have a broad representation of all competencies, most notably their strategic services (whereby they also provide business strategy and digital business transformation skills). Leaders are also strong in technology, creative services and experience design, and marketing effectiveness."

"CMOs must steward their companies through the challenges and opportunities created by digital disruption and the always-on consumer," said Bill Kanarick, Chief Marketing Officer of SapientNitro. "We are thrilled to have been designated a Leader for the third year in a row and believe that Gartner's assessment of SapientNitro confirms the power of our connected capabilities across communications, experience, technology and analytics as we help our clients transform to take advantage of digital disruption."

To read a copy of the report, visit: [Gartner Magic Quadrant for Global Digital Marketing Agencies](#)

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### About SapientNitro

SapientNitro<sup>SM</sup>, part of Sapient® (NASDAQ: SAPE), is a new breed of agency redefining storytelling for an always-on world. We're changing the way our clients engage today's connected consumers by uniquely creating integrated, immersive stories across brand communications, digital engagement, and omni-channel commerce. We call it Storyscaping, where art and imagination meet the power and scale of systems thinking. SapientNitro's unique combination of creative, brand and technology expertise results in one global team collaborating across disciplines, perspectives and continents to create game-changing success for our Global 1000 clients, such as Chrysler, Citi, The Coca-Cola Company, Lufthansa, Target, and Vodafone, in 31 cities across The Americas, Europe and Asia-Pacific. For more information, visit [www.sapientnitro.com](http://www.sapientnitro.com).

*Sapient is a registered service mark of Sapient Corporation.*

<sup>1</sup> Gartner "Magic Quadrant for Global Digital Marketing Agencies" by Richard Fouts, Andrew Frank, Martin Kihn and Jennifer Polk, December 16, 2014.

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Source: SapientNitro

News Provided by Acquire Media