

Razorfish Positioned Highest for Ability to Execute and Furthest for Completeness of Vision in Gartner, Inc.'s "Magic Quadrant for Global Digital Marketing Agencies"

Named a Leader by the Research Firm Four Years in a Row

NEW YORK, March 31, 2016 – Razorfish, the world leader in helping global brands drive **customer obsessed business transformation**, today announced that top independent research firm Gartner, Inc. has named the agency a Leader in its March 2016 Magic Quadrant for Global Digital Marketing Agencies¹. This is the fourth consecutive year Razorfish has been positioned in the Leaders quadrant.

Gartner research evaluated 21 digital agencies that focus on strategizing, creating, executing and measuring customer-facing digital experiences across the customer journey. Authored by Analysts Jay Wilson, Jennifer Polk, Simon Yates and Martin Kihn, the report identifies four quadrants—niche players, challengers, visionaries and leaders.

The agency is positioned the furthest for its completeness of vision and highest for its ability to execute. Razorfish helps its clients drive customer obsession through strengths in intelligent platforms, ubiquitous commerce, participation marketing and experience innovation.

"We are operating in a transformational era where digital agencies, management consultancies and system integrators are converging to serve clients' increasing need for a new, agile type of partner that brings all of these capabilities under one roof," said Shannon Denton, global chief executive officer, Razorfish. "For 21 years, Razorfish has been leading the transformation imperative by understanding where digital is headed. We believe our positioning further validates our proven ability to help our clients reimagine their business models. The clients we work with are on the cusp of innovating and disrupting their industries, and we are incredibly honored to work alongside them."

According to the report, “The definition of a global digital marketing agency has become amorphous. The ‘digital’ qualifier has fallen away—digital marketing is now marketing in a digital world. In this world, traditional agencies with ‘Madison Avenue pedigrees’ compete with technology providers and management consultants to become the chief marketing officer’s (CMO’s) most-trusted strategic advisor and tactical executioner.” ¹

“Razorfish is an invaluable partner who has helped us navigate a complex environment and infuse new opportunities for growth into our business model. Their strengths in digital innovation, strategy and flawless execution have helped us solve current challenges and adapt to future needs,” said David Purcell, vice president, digital and marketing transformation, Visa Inc.

Earlier this year, the agency debuted a new shopping experience, called Third Channel, that improves one-to-one customer interactions by leveraging artificial intelligence. Additionally, the agency currently deploys its machine learning and data intelligence platform COSMOS™ for several well-known brands globally. COSMOS is a cognitive algorithm ecosystem trained to learn, reason and predict the entire digital marketing journey by activating all marketing data to inform digital touch points and unlock deeper, timely and relevant customer experiences across all channels and devices.

DigitasLBi and SapienNitro, part of the Publicis.Sapien platform, were also positioned as Leaders in the Gartner Global Digital Marketing Agency Magic Quadrant, which the platform believes further validates the combined strength and capabilities of Publicis.Sapien in helping clients transform in a digitally disrupted environment.

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¹ Gartner, Magic Quadrant for Global Digital Marketing Agencies, Jay Wilson, Jennifer Polk, Simon Yates, Martin Kihn, March 22, 2016

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About Razorfish

Motivated and inspired by what's next, Razorfish helps its clients navigate the unknown, drive change and transform business. One of the pioneers of marketing in the digital age, Razorfish has a unique blend of technology, creativity and media at its core. The agency's world-class capabilities in strategic consulting, experience design, brand building, technology platforms, data services, retail/commerce and media services enable transformational work for clients including Citigroup, McDonald's, Mercedes-Benz USA, Microsoft, Nike China, Unilever and Uniqlo. Razorfish's team of 3,000+ experts span 25 regions, including Australia, Canada, China, France, Germany, Hong Kong, India, Italy, Singapore, the United Kingdom and the United States.

Razorfish is part of the Publicis.Sapient platform. For more information, visit Razorfish.com, like us on [Facebook](#) or follow us on [Twitter](#), [Weibo](#) and [Instagram](#).

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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.

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