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## Sapient Interactive Is A Leader Among Other UK Interactive Agencies Vendors

Excerpted From The Forrester Wave™: UK Interactive Agencies — Web Design Capabilities, Q1 2010

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### SAPIENT INTERACTIVE IS A LEADER AMONG OTHER UK INTERACTIVE AGENCIES VENDORS

Founded in the US as a business and technology consultancy when the Web was in its infancy, Sapient Interactive positions itself as the only agency that can deliver multichannel marketing and multichannel commerce (which it calls MC<sup>2</sup>), with unrivalled technology capabilities. The agency's London office deploys large global teams to deliver solutions to its clients with a focus on how to help brands sell more or cut costs without sacrificing creativity. Sapient Interactive achieved well above average marks in our Web Site User Experience Reviews, with one site achieving a score of 20 and the second site a 14.

One of those sites featured a radically innovative interface, which supported Sapient Interactive's claim of thinking outside the box. The same sites also performed relatively well in our Web Brand Image Reviews. Sapient Interactive points to its use of the Sapient Approach and other frameworks, but Forrester's evaluation uncovered a very unsatisfactory persona and less than convincing practices for conducting user research and applying personas throughout the design process. Reference clients gave Sapient Interactive less than stellar marks for timeliness and process, indicating that the high-quality sites may be a function of the abilities of the individuals involved in those projects rather than stemming from expertise at applying repeatable processes.

See below for more information on Sapient Interactive's current offering, strategy, and market presence.

#### Forrester Wave: UK Interactive Agencies For Transaction-Led Web Projects, Q1 '10



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## Sapient Interactive Evaluation Overview

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### CURRENT OFFERING

User research	For a reference project, Sapient Interactive used site surveys, focus groups, and customer interviews as well as on-street vox pops. Secondary research includes databases and literature from third parties, analysis of competitor brands' audiences, and analysis of current site traffic.
Persona creation	Sapient Interactive scored a -10 on Forrester's Persona Review methodology. Scores are based on a scale of -12 to +12.
Persona application	Sapient Interactive creates personas at the start of the design project during the research and planning stage to define multichannel scenarios. Sapient Interactive has seen clients create transformation teams around customer journeys associated with personas to improve business across channels. Sapient Interactive did not cite examples of using personas to recruit participants for user testing.
Design process	Sapient Interactive uses a proprietary methodology that combines elements of traditional waterfall development with agile design process and comprises five phases: 1) strategy; 2) concepting; 3) prototyping; 4) design; and 5) build. Sapient seeks to combine advertising agency style research and planning with rigorous design practices.
Skills and staffing	Sapient Interactive's reference design team included: associate creative director, senior information architect, group account director, senior researcher, senior interactive developer, and project management lead as well as four interaction developers, an information architect, and two graphic designers. The design team distinguishes itself by the depth of experience of its members.
Measurement	Sapient Interactive's metrics for a reference project comprised unique users per month, total number of page views per month, average number of visits per user per month, use of personalization functionality, use of specific functions, and click-through to the sales funnel. Sapient Interactive sometimes ties its compensation for projects to measured results.
Collaboration abilities	Sapient Interactive uses a proprietary Web-based management tool to check member progress, track risk, and track bug fixes. For a reference engagement, Sapient Interactive partnered with a third-party system integrator.
User experience	First site: 20. Second site: 14. Scores are based on a scale of -50 to +50.
Brand Image experience	First site: 11. Second site: 6. Scores are based on a scale of -16 to +16.
Satisfaction of reference clients	The average of the four weighted satisfaction scores is 3.38 on a 5-point scale.

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## Sapient Interactive Evaluation Overview

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### STRATEGY

Market positioning	Sapient Interactive positions itself as the only agency that can deliver multichannel marketing and multichannel commerce (what it calls "MC squared"), with unrivalled technological capabilities. It aims to differentiate itself with breadth of technology, and its goal is to devise strategies and tactical campaigns that reach, engage, and retain the multichannel consumer.
Clarity of vision	Sapient Interactive plans to pursue individual hires and acquisitions to realize its plan of helping clients stand out to new populations of enabled and informed individuals. The agency's vision emphasizes going multichannel with both breadth of capabilities and depth of experience.
Emerging Web technologies	The emerging technologies that Sapient Interactive is preparing for are: 1) multichannel technologies, as exploited in the "Coca-Cola uVend" project with Samsung; 2) digital merchandising technologies (across media such as kiosk, phone, and retail outlets); and 3) experiential creative and rich Internet applications.
Industry focus	Sapient Interactive sees opportunities in three industries: 1) telecommunications and media, for which Sapient Interactive is building skills in analyst relations and location-based services; 2) retail, for which Sapient Interactive will build multichannel digital systems; and 3) public sector and health, for which Sapient Interactive boasts ground-breaking solutions (e.g., National Health Service [NHS] system for organ donation).

### MARKET PRESENCE

UK billable staff as of Q4 2009	Full-time equivalents dedicated to its site design practice in the UK as of Q4 2009 are estimated to be in the range of 200 to 299.
2009 UK revenues	UK revenues from designing and building Web sites in 2009 are estimated to be more than £55 million.
UK revenue growth (2009 over 2008)	UK revenue growth for the Web design practice in 2009 is estimated to be in the range of 0% to less than 5%.
Number of UK offices	Sapient Interactive has one UK office in London.
Number of global offices	Sapient Interactive has 30 global offices outside of the UK.

### EXECUTIVE SUMMARY FROM THE FORRESTER WAVE™: UK INTERACTIVE AGENCIES — WEB DESIGN CAPABILITIES, Q1 2010

In Forrester's evaluation of the Web design capabilities of nine leading UK interactive marketing agencies across 19 criteria, we found that Detica and Sapient Interactive led the pack for transaction-led projects, due in large part to the high usability scores earned by the client reference sites they provided for evaluation. AKQA, EMC Consulting, LBi, Reading Room, and Wunderman were Strong Performers for transaction-led projects, with AKQA's exemplary Brand Image Review scores moving it into the Leaders' circle for image-led projects. Rounding out the field, Amaze showed strength in multilingual projects and image-led projects, while VML London earned top scores from both reference clients for the business results it produced. Both agencies came in as Contenders. Companies hiring interactive agencies in the UK should look at the detailed scoring for these nine vendors and short-list those whose strengths align with their ongoing needs.

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