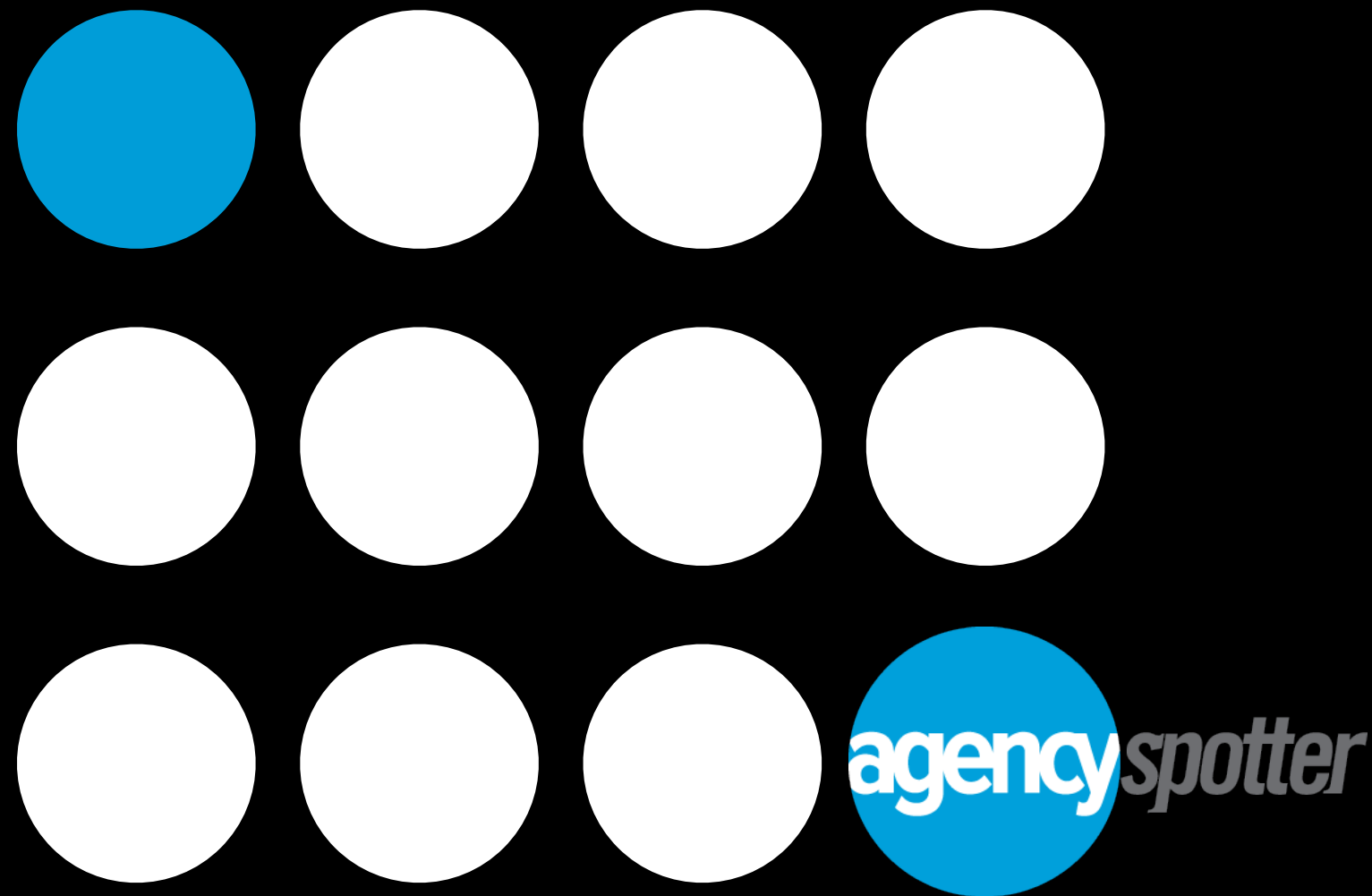


# Agency Search Trends Report

The Marketing Services Landscape: 2016 H1



# Agency Search Trends Report, First Half 2016



Marketers and Agencies Everywhere,

Thank you for thinking differently about finding great partners. The Agency Spotter Team continues our mission to match brand decision makers' with agencies, and we have new trends to share in this report along with a quick update.

Transparency is key to helping you adapt to the changing world of agency search, selection and engagement. In that spirit, we are releasing more data about our platform. We want you to get the most out of what we are doing and to better understand why we are doing it.

In the last twelve months, [Agency Spotter](#) has helped marketers and subject matter experts find agency and design partners for everything from web design to branding, from digital strategy to mobile, and from advertising to social media. There have been projects ranging from \$8,000 to over a \$1,000,000 USD and searches for annual engagements including multi-million dollar agency of record deals.

Agency Spotter continues to innovate to meet the demands of marketers and subject matter experts. In the first half of this year, we launched [our iPhone app](#) to speed up shortlisting and to start conversations with great partners more quickly ([AdWeek](#)). Then, we delivered [Project Search](#) so you can find partners by the great work they do. I encourage you to check out all the amazing work happening around the globe.

I hope that these updates bring us closer as a community of practice and make life easier for you. Please think of us and let us know if we can help you with your next agency search.

Sincerely,



Brian Regienczuk

CEO and Co-Founder, Agency Spotter Inc.



## What is Agency Spotter?

Agency Spotter is the world's marketplace connecting brands with agencies, design firms, and research partners.

## Our Mission

Our mission is to save everyone time and reinvent how the industry shops for service providers like agencies and design firms.

## Why should I care?

Agency Spotter is a trusted independent partner. We make it easy to navigate the increasingly complex marketing landscape. There are over 100,000 agencies in the USA and more than 500,000 worldwide.

## How can I find out more?

Start a search for free: [www.agencyspotter.com](http://www.agencyspotter.com)

Subscribe to our marketing insights blog: [co.agencyspotter.com](http://co.agencyspotter.com)

Contact us: hello <at> [agencyspotter.com](mailto:hello@agencyspotter.com)



# Inside this report

- Agency search changes
- Project-based engagements overtaking Agency of Record (AOR)
- Brands are searching for more agencies, more frequently
- Geography of agency searches
- Top 25 most searched agency services with trends
- Types of decision makers searching Agency Spotter
- User demographics breakdown
- Client reviews are gold for agency engagement
- Types and size of deals (project and annual)
- What top performing agencies see
- Samples of who is using Agency Spotter

# Agency Search: How you search and what you search for are changing

With more than 500,000 agencies in the world, finding the right partner is more complex than ever.

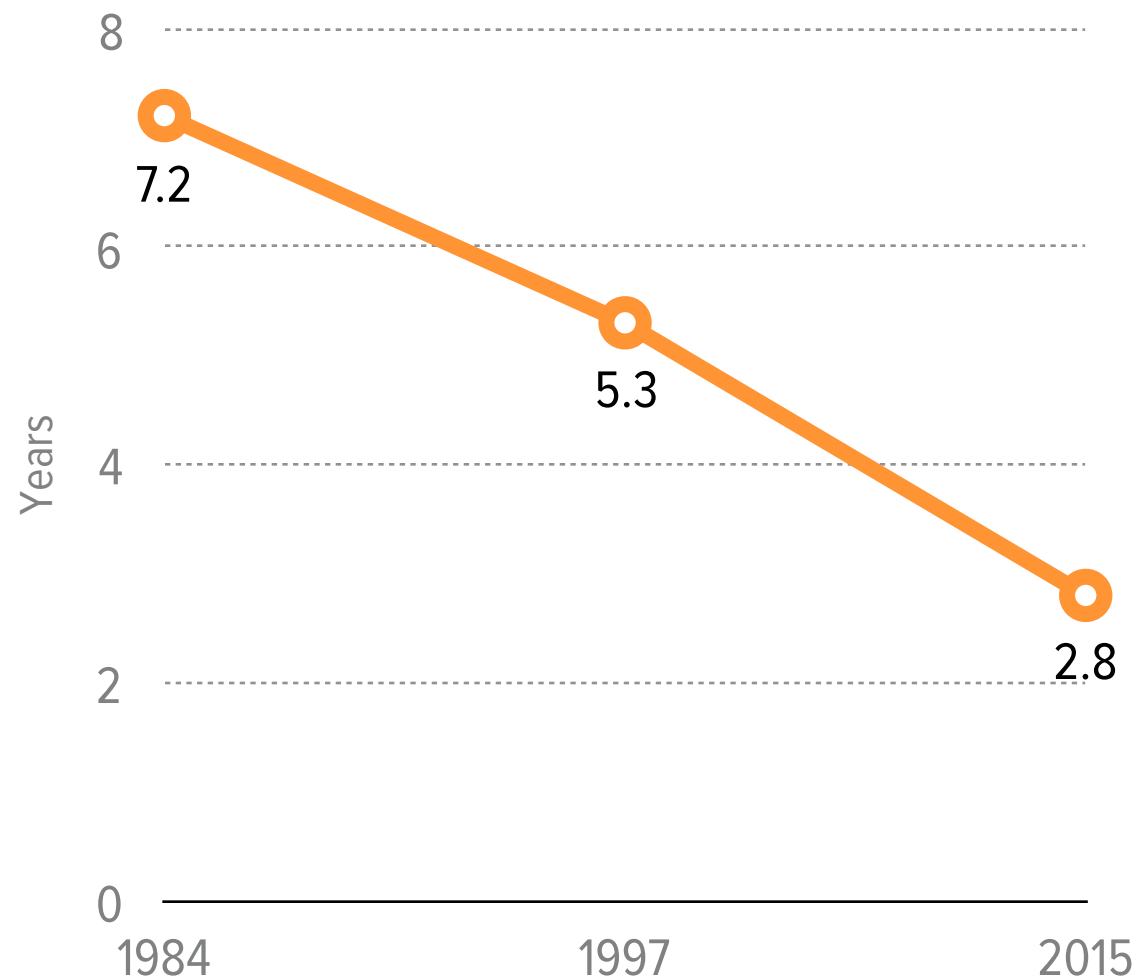
81% of decision makers start their agency search online.

Most decision makers do not reach out to agencies until they are 57% of the way through the decision making process.

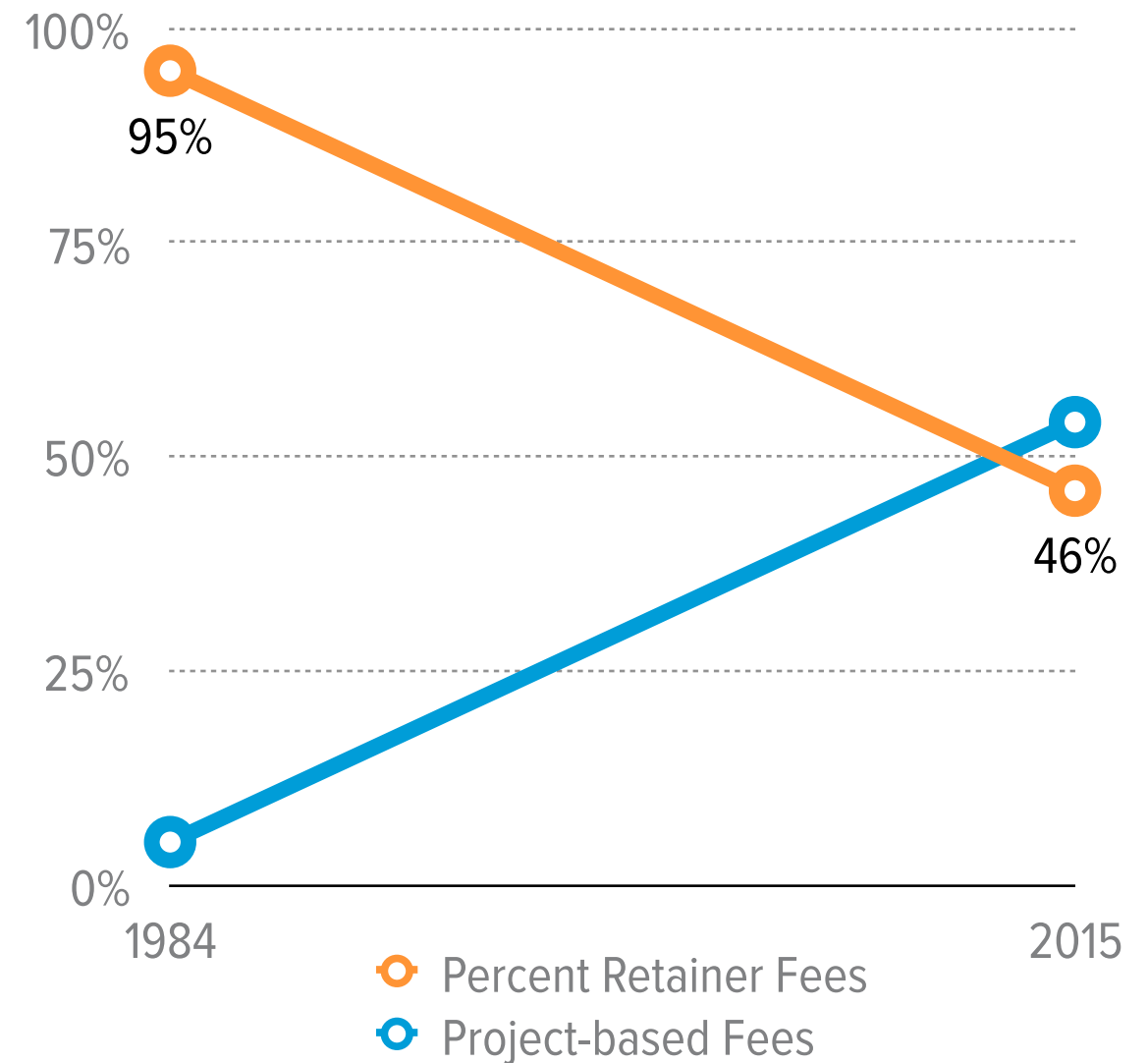
# Project-based overtaking agency of record

Average AOR relationship lasts less than 3 years

Average Duration of AOR



Agency fees from AOR for largest 200 agencies



# Brands are searching for more agencies, more frequently

Replace their AOR every 2.8 years.

Have more AOR relationships than ever

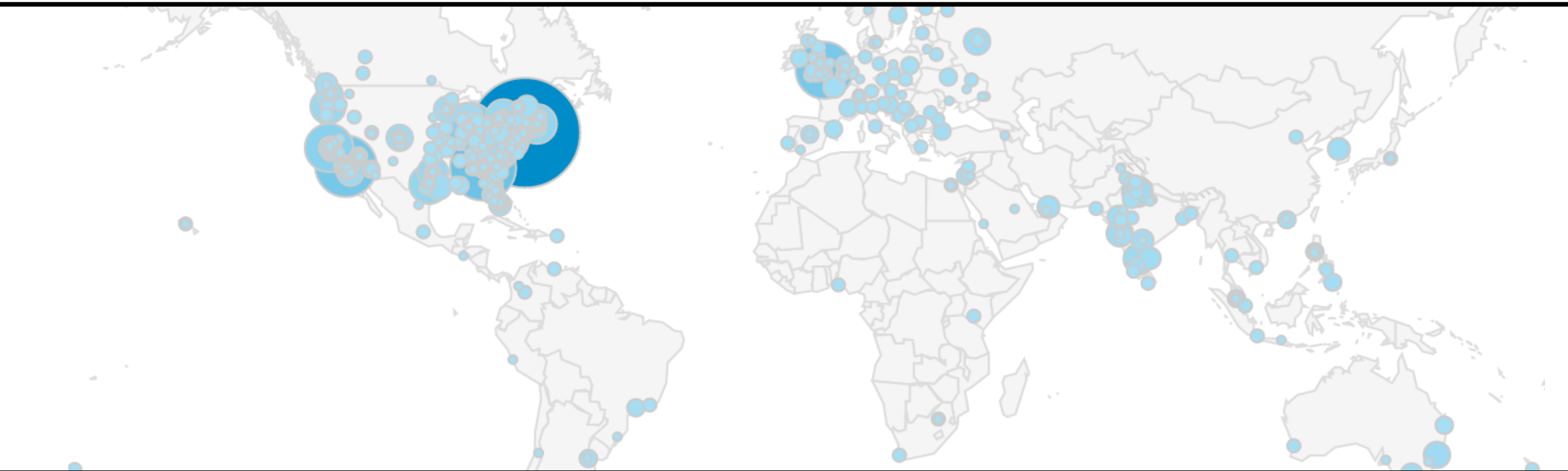
(think: advertising, PR, digital, mobile, social media, crm, email, experiential...)

More budget is shifting to project-based work

# More people searching worldwide

Year over year traffic is up more than 10% from over 100 countries

Agency Spotter has up to 25,000 unique visitors per month



**ADWEEK**

**BostInno**



**HOT**  **NEWS.COM**

 **MediaPost**



# Where are top agency searches happening?

## #SearchWithConfidence on Agency Spotter

### Top Countries:

USA, UK, Canada , Australia

+ more than 100 other countries

### Top Traffic by City:

1. New York

2. Atlanta

3. London

4. Los Angeles

5. Chicago

6. San Francisco

7. Washington DC

8. Boston

9. Austin

10. Toronto

11. Portland

12. Dallas

13. San Diego

14. Sydney

15. Moscow

16. Seattle

17. New Delhi

18. Houston

19. Denver

20. Minneapolis

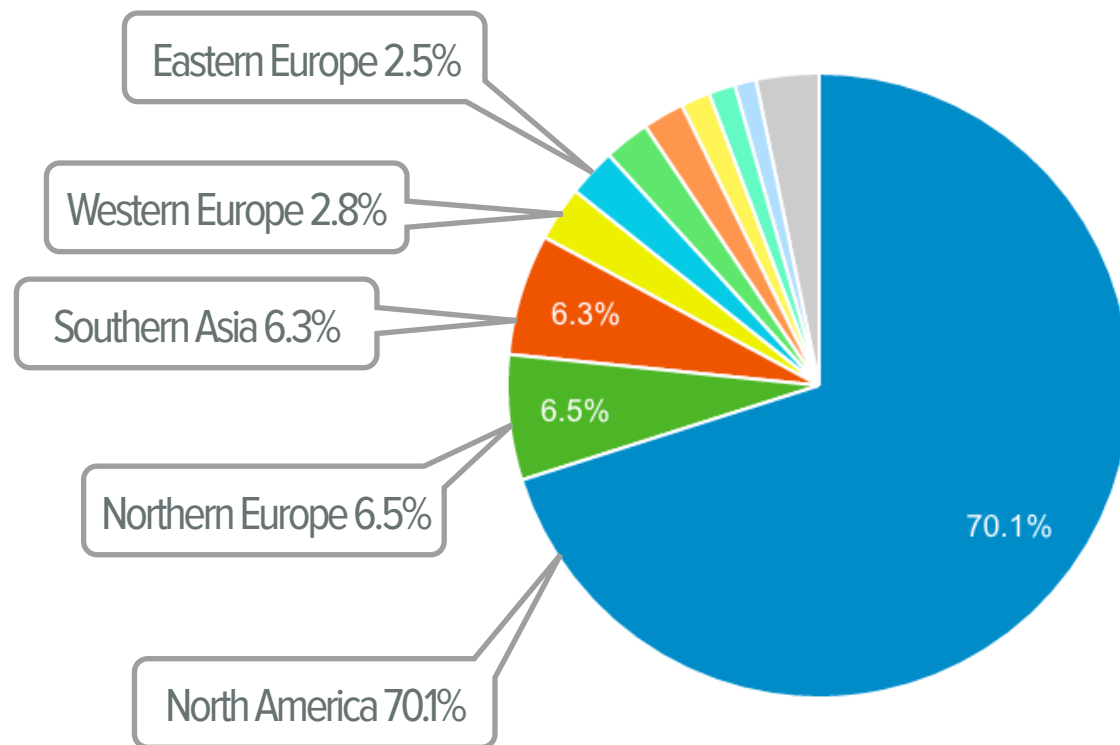
21. Charlotte

22. Melbourne

23. Philadelphia

24. Vancouver

25. Miami



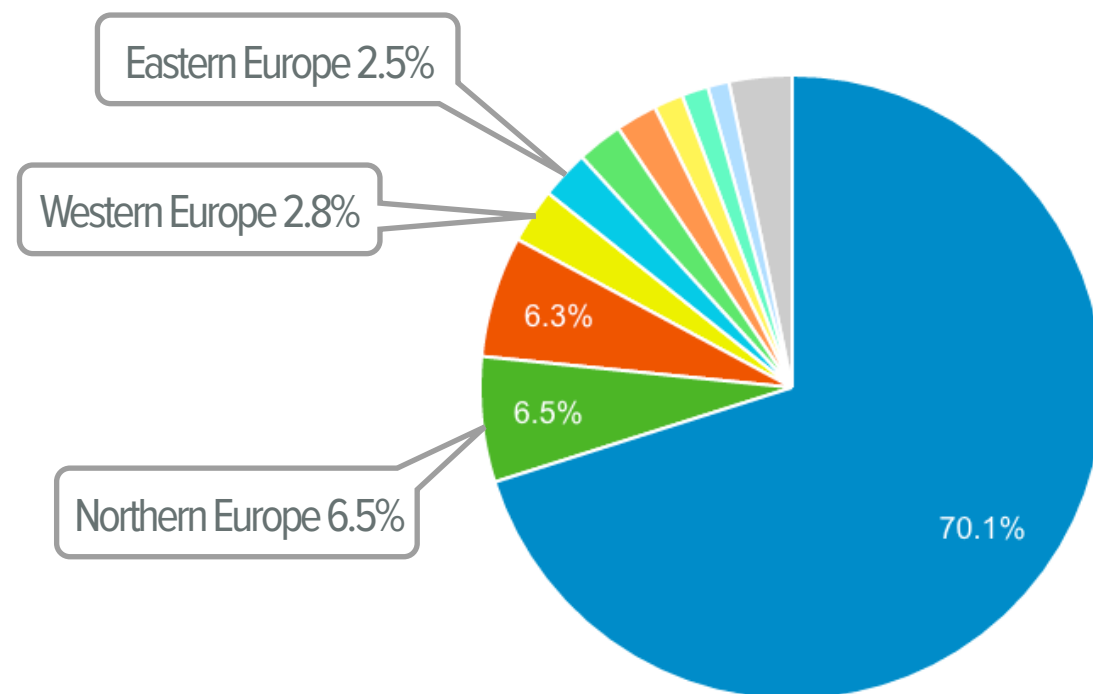
# Where are the top European searches?

Europe accounts for 11.8% of searches on Agency Spotter

## Top Countries:

USA, UK, Canada , Australia

+ more than 100 other countries



## Top Traffic by City:

1. London, United Kingdom
2. Moscow, Russian Federation
3. Paris, France
4. Madrid, Spain
5. Amsterdam, The Netherlands
6. Kiev, Ukraine
7. Dublin, Ireland
8. Zagreb, Croatia
9. Barcelona, Spain
10. Stockholm, Sweden
11. Warsaw, Poland
12. Berlin, Germany
13. Birmingham, United Kingdom
14. Milan, Italy
15. Munich, Germany

# Lots of movement in first half of 2016

## PR and Innovation see biggest increases on Agency Spotter

### 2015 [\[read more\]](#)

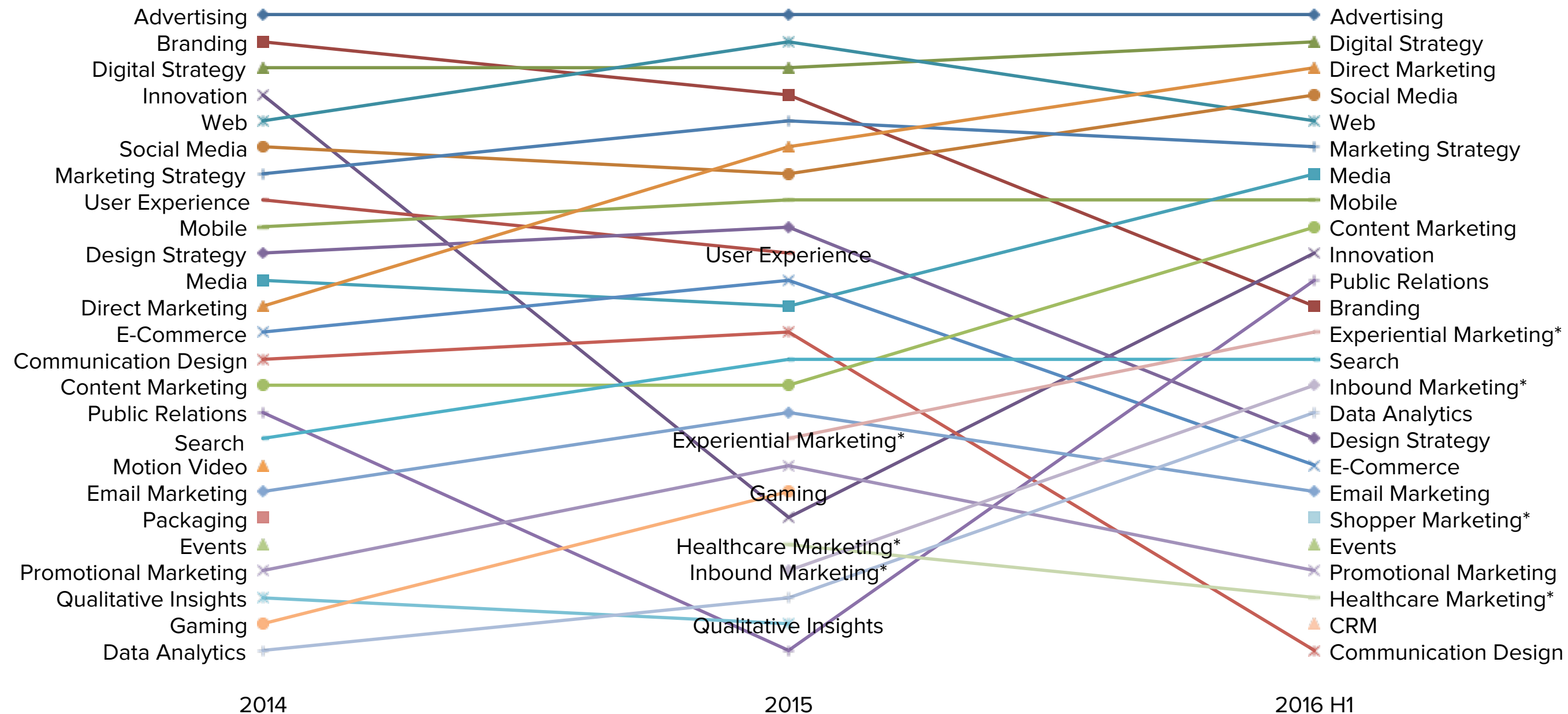
1. Advertising
2. Web
3. Digital Strategy
4. Branding
5. Marketing Strategy
6. Direct Marketing
7. Social Media
8. Mobile
9. Design Strategy
10. User Experience Design
11. E-Commerce
12. Media Planning + Strategy
13. Graphic Communication Design
14. Search SEO/PPC
15. Content Marketing
16. Email Marketing
17. Experiential Marketing\*
18. Promotional Marketing
19. Gaming
20. Innovation
21. Healthcare Marketing\*
22. Inbound Marketing\*
23. Data Analytics
24. Qualitative Insights
25. Public Relations

### 2016 H1 [\[read more\]](#)

- |                                  |     |
|----------------------------------|-----|
| 1. Advertising                   |     |
| 2. Digital Strategy              | +1  |
| 3. Direct Marketing              | +3  |
| 4. Social Media                  | +3  |
| 5. Web                           | -3  |
| 6. Marketing Strategy            | -1  |
| 7. Media Planning + Strategy     | +5  |
| 8. Mobile                        |     |
| 9. Content Marketing             | +6  |
| 10. Innovation                   | +10 |
| 11. Public Relations             | +14 |
| 12. Branding                     | -8  |
| 13. Experiential Market          | +4  |
| 14. Search SEO / PPC             |     |
| 15. Inbound Marketing            | +7  |
| 16. Data Analytics               | +7  |
| 17. Design Strategy              | -8  |
| 18. E-Commerce                   | -7  |
| 19. Email Marketing              | -3  |
| 20. Shopper Marketing            | +7  |
| 21. Events Marketing             | +7  |
| 22. Promotional Marketing        | -4  |
| 23. Healthcare Marketing         | -2  |
| 24. CRM                          | +6  |
| 25. Graphic/Communication Design | -12 |

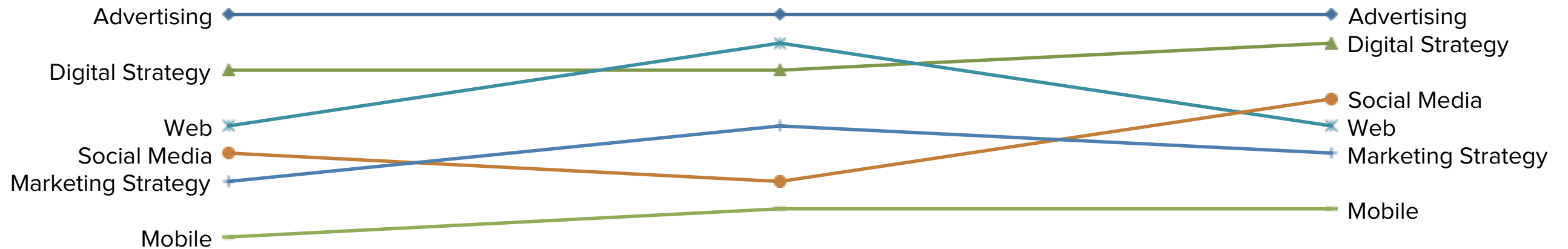
# Agency services trends deep-dive

From 2014 through the first half of 2016



# 5 Services stayed on top

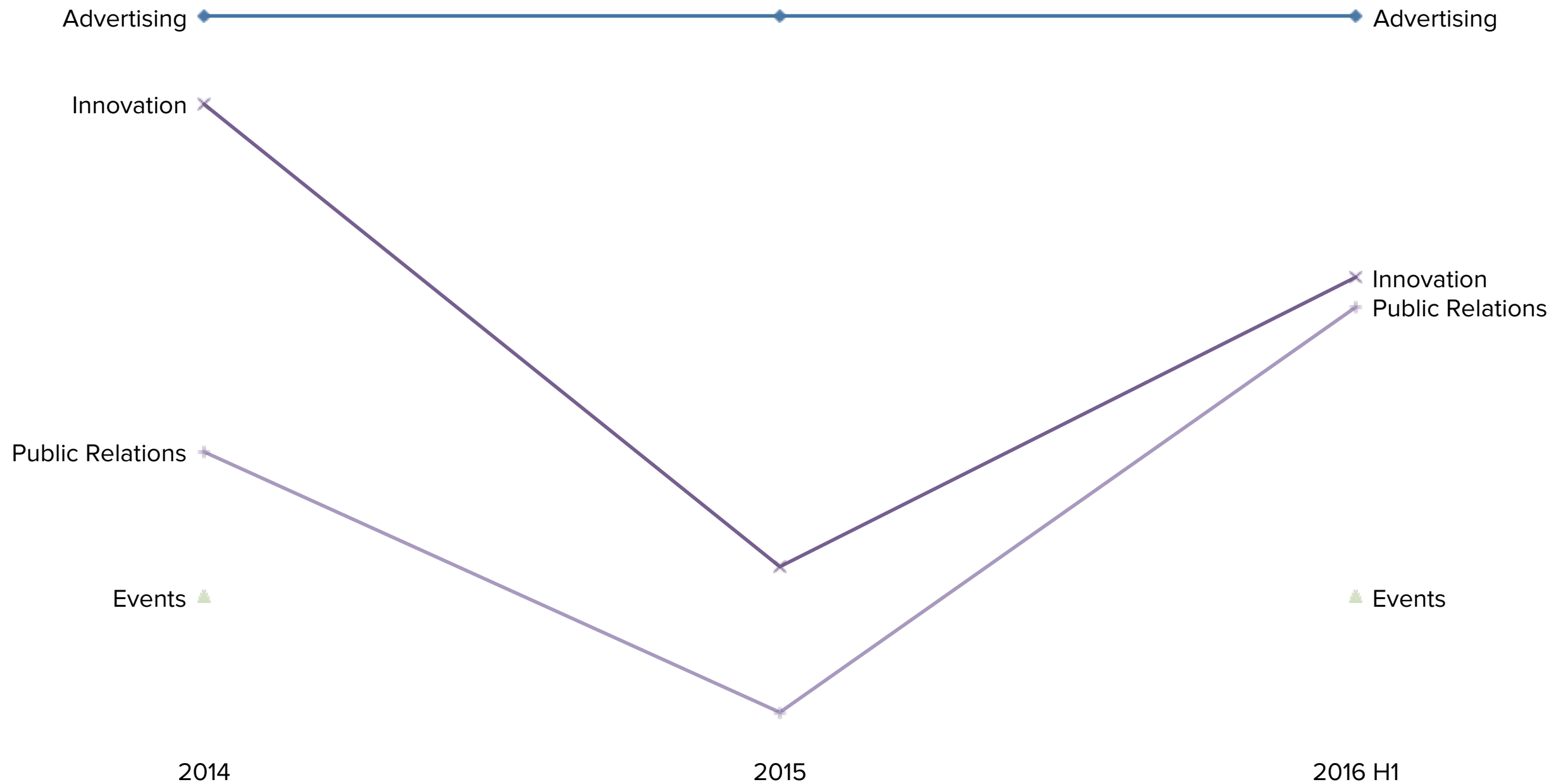
From 2014 through the first half of 2016



Advertising  
Digital Strategy  
Social Media  
Web  
Marketing Strategy

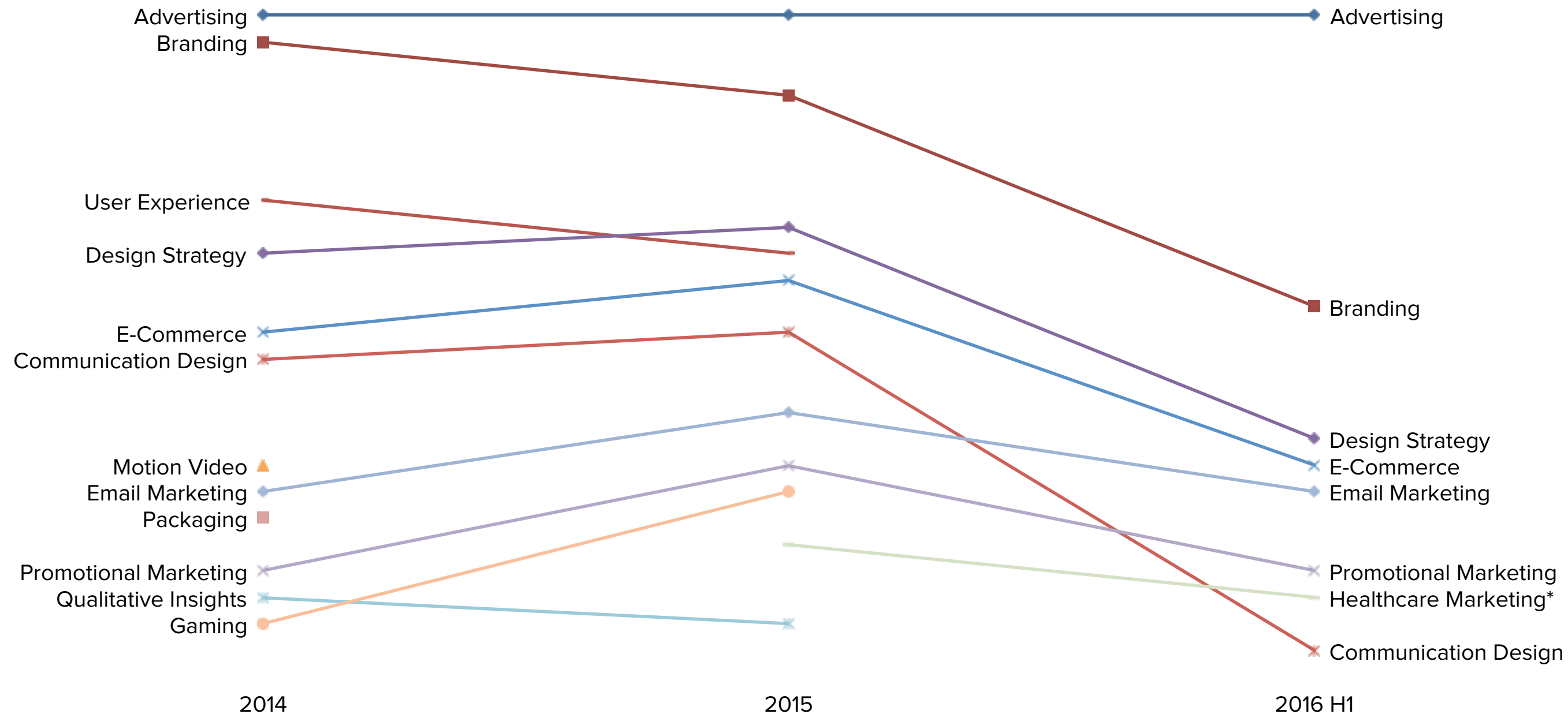
# Innovation, PR, and events bounced back

From 2014 through the first half of 2016



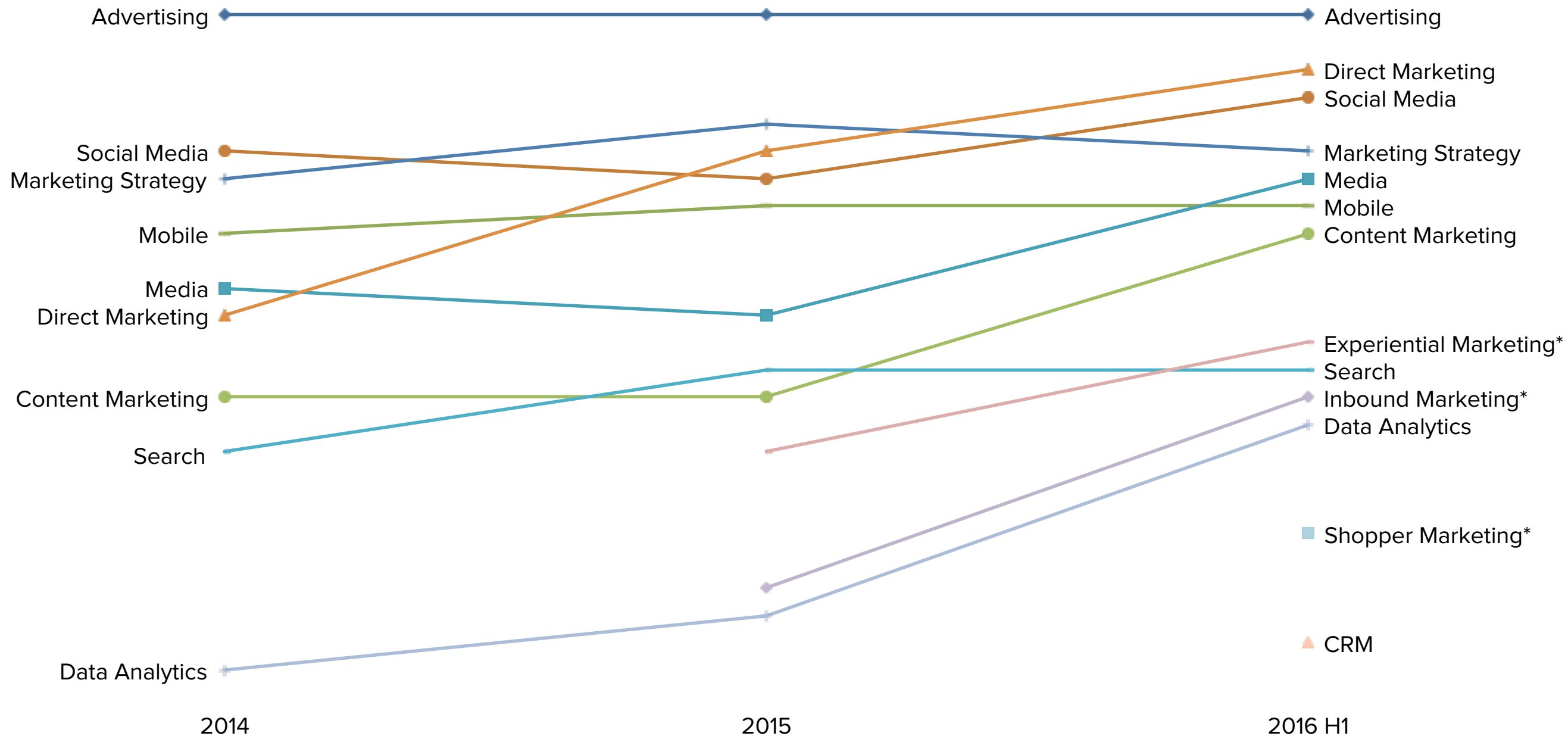
# Branding, gaming, and more declined

From 2014 through the first half of 2016



# Many services jumped up

## From 2014 through the first half of 2016

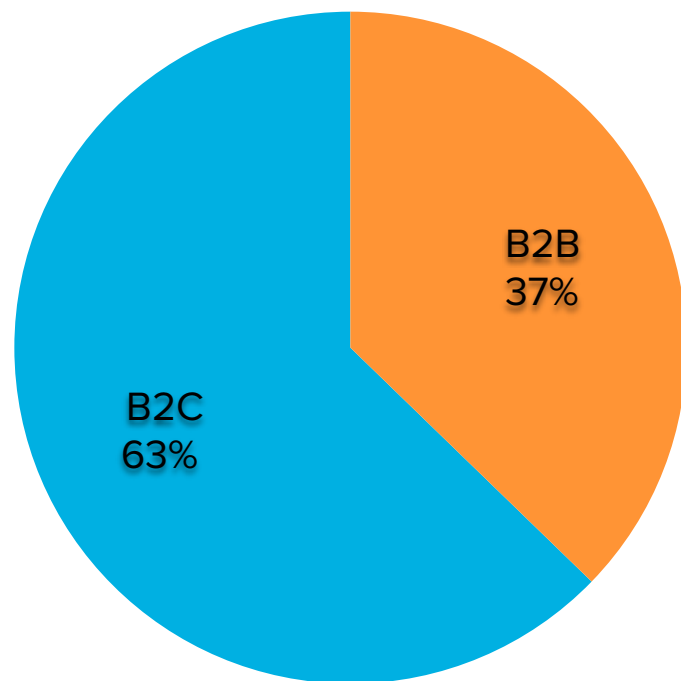




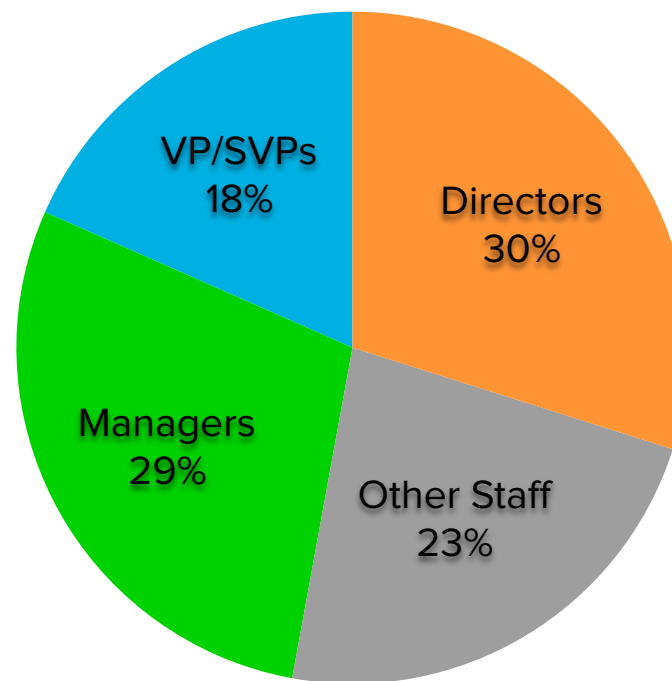
# All types of decision makers looking

61% of decision makers on Agency Spotter say they are ready to hire a partner within 3 months

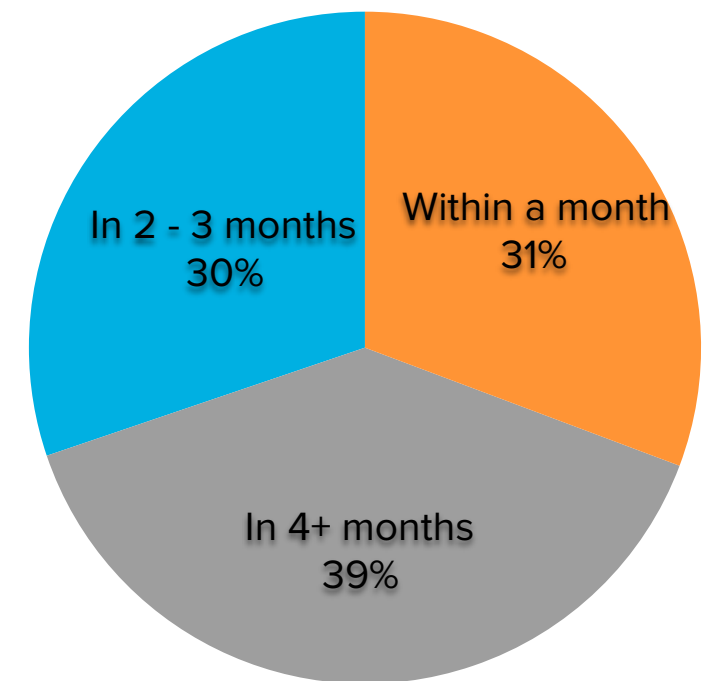
B2C vs B2B



Seniority Level



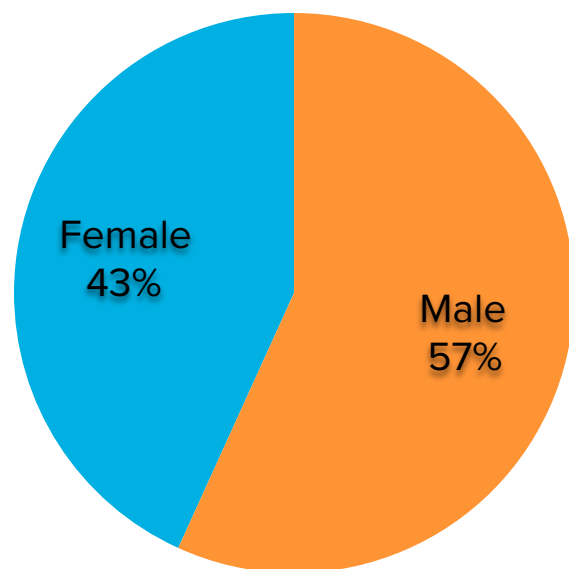
Decision Makers Ready To Hire



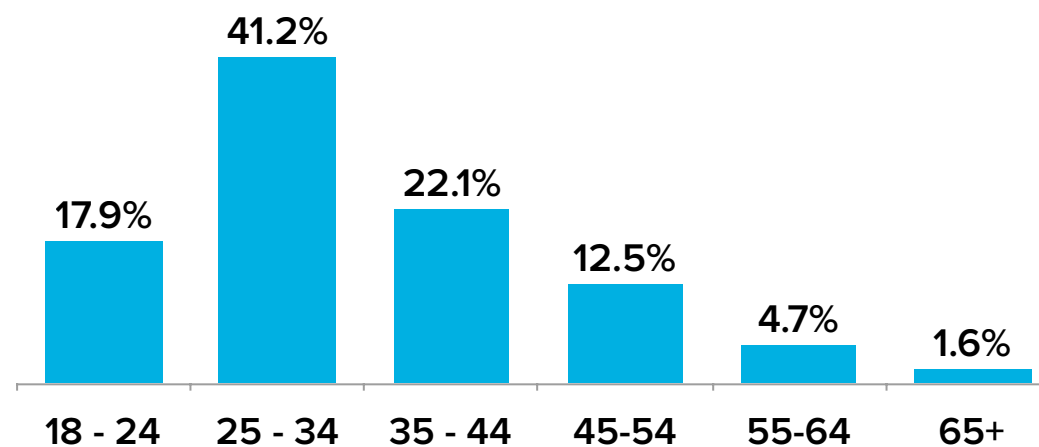
# User Demographics

Decision makers and influencers need a better way to navigate the complex world of marketing services. Agency Spotter delivers.

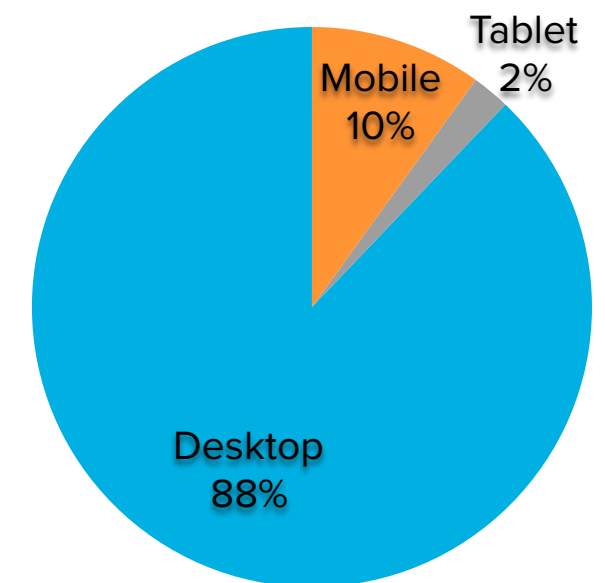
Gender



Age Range



Device



# Top agencies have great client reviews

## Reviews helps decision makers take the next step

Smart as shit.

E-Commerce

**Rating**

**Overall** ★★★★★

Creativity ★★★★★

Quality ★★★★★

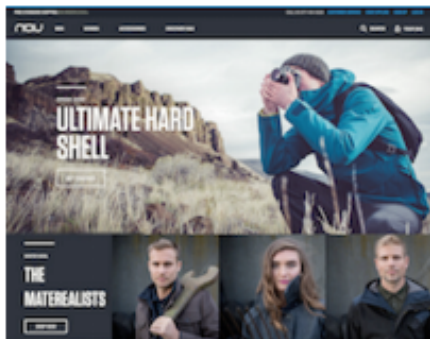
Value ★★★★★

Communication ★★★★★

**Budget Range**

\$\$\$\$\$  
greater than \$200,000

Nau.com home page



After an exhaustive agency search we landed at Copious to both further the digital brand design and re-platform our ecommerce site on Magento Enterprise.

Though I'm typically skeptical of agencies that offer both design and development (I've rarely seen both done well), after meeting Patrick and his crew of UX/UI, design and engineering experts, I changed my mind.

From our 2-day workshop to the final switchover to deployment, Copious was engaged, communicative and forthright — not to mention whip smart and pragmatic in their approach. Through sharing ideas, best practices, and experience we together pulled off one of the most elaborate responsive ecommerce sites ever created.

In the end, while we will constantly be iterating the site, it will be Copious who has won the right to lead our development in the future. I highly recommend using them for your project. And ask them for the whiskey. The good kind. You'll need it when you celebrate.




**Kyle Duford**  
Nau Clothing

**Kworq**

★★★★★


"With Kworq, we have a partner that helps us tell..."

 **Nicholas Daniel-Richards**  
Chief Digital Officer  
National Basketball Players Association Sports

**ignition**

★★★★★


"Creative Excellence Helps Tell Your Story Better"

 **Jim Wixson, CFSP**  
Cooking Products Manager  
Georgia Power Co Utilities

**ESV Digital**

★★★★★


"Wonderful SEM support!"

 **Laura Crowder**  
Digital Marketing Manager  
Papa John's International Marketing and Advertising

**UNION**

★★★★★


"We had high expectations, and UNION exceeded them."

 **Christine Brownlow**  
Manager, Brand & Digital  
Hendrick Motorsports Sports

**Fathom**

★★★★★


"Subject Matter Experts with pragmatic solutions"

 **Jay Steele**  
Marketing Technologist  
Indiana University Higher Education

**THRIVE**











★★★★★

"Above and Beyond"

 **Philip Thompson**  
VP Design  
Newell Rubbermaid Consumer Goods

# Make sure your agency has reviews

Great partners help each other to maximize success

<p><b>Brandware Public Relations</b></p> <p>★★★★★</p> <p>"Great partner!"</p>  <p><b>Jody Rodney</b> Carestream Dental</p>	<p><b>iCre8t</b></p> <p>★★★★★</p> <p>"Little agency, MASSIVE ideas"</p>  <p><b>Tim Windsor</b> Lincoln Financial Media</p>	<p><b>IndieWhip</b></p> <p>★★★★★</p> <p>"Spot on- smart, insightful and responsive!"</p>  <p><b>Jeanne Connon</b> CMO Lindy Hospital &amp; Health Care</p>	<p><b>zoom productions</b></p> <p>★★★★★</p> <p>"zoom delivers the best in image solutions"</p>  <p><b>Lubor Keliar</b> Director of Communications, Sports &amp; Culture Red Bull Media House NA Marketing and Advertising</p>	<p><b>STORYLINE LLC</b></p> <p>★★★★★</p> <p>"Got insights of our workforce which we else would never..."</p>  <p><b>Remco van den Breul</b> Philips</p>
<p><b>Preston Kelly</b></p> <p>★★★★★</p> <p>"Dedicated to success"</p>  <p><b>Bob Thomas</b> Chief Experience Officer YMCA Health, Wellness and Fitness</p>	<p><b>Evok Advertising</b></p> <p>★★★★★</p> <p>"Great work!"</p>  <p><b>Mandy Richardson</b> Director of Marketing Mid Florida Eye Center Medical Practice</p>	<p><b>Beeby Clark+Meyler</b></p> <p>★★★★★</p> <p>"BCM Will Help You Achieve Your Goals, Every Time!"</p>  <p><b>Jeremy Wilbur</b> Director, Digital Marketing Marriott International, Inc. Marketing and Advertising</p>	<p><b>Piston</b></p> <p>★★★★★</p> <p>"Great experience"</p>  <p><b>Jason Bertrand</b> Senior Manager, Digital Skullcandy Marketing and Advertising</p>	<p><b>Detour Agency</b></p> <p>★★★★☆</p> <p>"Professional and Proactive"</p>  <p><b>Eduardo Grado</b> Marketing Manager Grupo Proalimex SA de CV Food &amp; Beverages</p>

# Brands of all sizes are finding partners

All types of decision makers are using Agency Spotter  
from Startups to SMBs to Large Corporations

## Types of Deals:

Project / Initiative Based Engagements

New Annual Partner Searches

RFI / RFP Searches

Brands working with Agency Search Consultants

Agencies Hiring Partner Agencies



# Increased deal flow for agencies

All size agencies and design firms are finding new business

Typical Project or Initiative Size ★  
\$50,000 to \$250,000

Range of project and annual deals  
\$8,000 to \$20,000,000

# What Top Performing Agencies See

More deal flow and client relationships come from upgrading

## Top 10% of Agencies/Year

Viewed: 8,739 times

Shared: 6.7 times

Listed: 12.5 times

Reviewed by Clients: 2.8 times

Contacted via Agency Spotter: 8.9 times

Contacted directly because of Agency Spotter: 11.7 times

# Designed to level the playing field

Agencies and design firms are being found on Agency Spotter

“Our first major match through Agency Spotter went amazingly well. We connected with a client based in Mexico City to overhaul their user experience and design, and now we have a long-term client that is perfect for Copious.”

Tim Haskins, Founder + CEO, Copious



## Digital Surgeons

Medium digital strategy studio

Landed new client after upgrade

## The Content Mine

Small video production studio

Lands multiple clients after upgrade

## Copious

Medium size digital design studio

Lands major client via Agency Spotter  
within 3 months of upgrade




# Join top brands on Agency Spotter

Build shortlists and start conversations



# Join successful agencies on Agency Spotter

Connect with new clients and stay top of mind with existing ones




**RNO1**  
BRANDING, WEB, AND DIGITAL STRATEGY

✓ ★ ★ ★ ★ ★

RNO1 - Is a brand and digital agency deep-rooted on the west coast, with a global edge. The west coast is filled with innovation,

Featured  
Multiple Cities




**Copious**  
WEB, MOBILE, E-COMMERCE, USER EXPERIENCE, AND DIGITAL STRATEGY

✓ ★ ★ ★ ★ ★

PORTLAND DIGITAL AGENCY - Copious is a portland-based agency that creates rich digital commerce experiences. our team aligns

Featured  
Portland




**IndieWhip**  
ANIMATION, MOTION / VIDEO, AND ADVERTISING

✓ ★ ★ ★ ★ ★

WE MAKE VIDEO, AND WE F\*CKING LOVE IT. - IndieWhip makes video. it's our tool of choice. sight. sound. emotion. all at once. how do we

Featured  
Providence




**Kworq**  
DESIGN STRATEGY, ADVERTISING, AND MOTION / VIDEO

✓ ★ ★ ★ ★ ★

CREATING DIGITAL BRAND STORIES, CRAFTING KILLER EXPERIENCES. - For us, design is optimizing the best solution possible

Featured  
New York




**Sagon Phior**  
DIGITAL STRATEGY, ADVERTISING, AND E

✓ ★ ★ ★ ★ ★

EMOTIONAL MARKETING: TRANSF BRANDS, EXPERIENCES AND BEH focus is emotional marketing. the fa

Mul




**EVERYTHING IS CONNECTED**

**Look Listen**  
WEB, USER EXPERIENCE, AND DIGITAL STRATEGY

✓ ★ ★ ★ ★ ★

DEEP DATA MEETS KILLER CREATIVE IN A SPECTACULAR COLLISION OF ART AND ANALYTICS - <p> We design, build, and manage

Featured  
Multiple Cities




**Digital Surgeons**  
WEB, DIGITAL STRATEGY, E-COMMERCE, AND USER EXPERIENCE

✓ ★ ★ ★ ★ ★

FORWARD OBSESSED.™ - Marketing has changed. reaching today's consumer requires an agency that thinks about tomorrow. we are

Featured  
New Haven




**The Content Mine**  
CONTENT MARKETING AND MOTION / VIDEO

✓ ★ ★ ★ ★ ★

GO VIDEO-FIRST FOR A MONTH OF CONTENT IN 20-MINS. - We produce a bevy of cross-channel content from just one 20-minute on-

Featured  
Atlanta




**Taxi Studio**  
DESIGN STRATEGY AND BRANDING

✓ ★ ★ ★ ★ ★

DEDICATED TO GETTING BRANDS NOTICED - We are taxi studio, the fearless creative agency that's dedicated to getting brands noticed. we

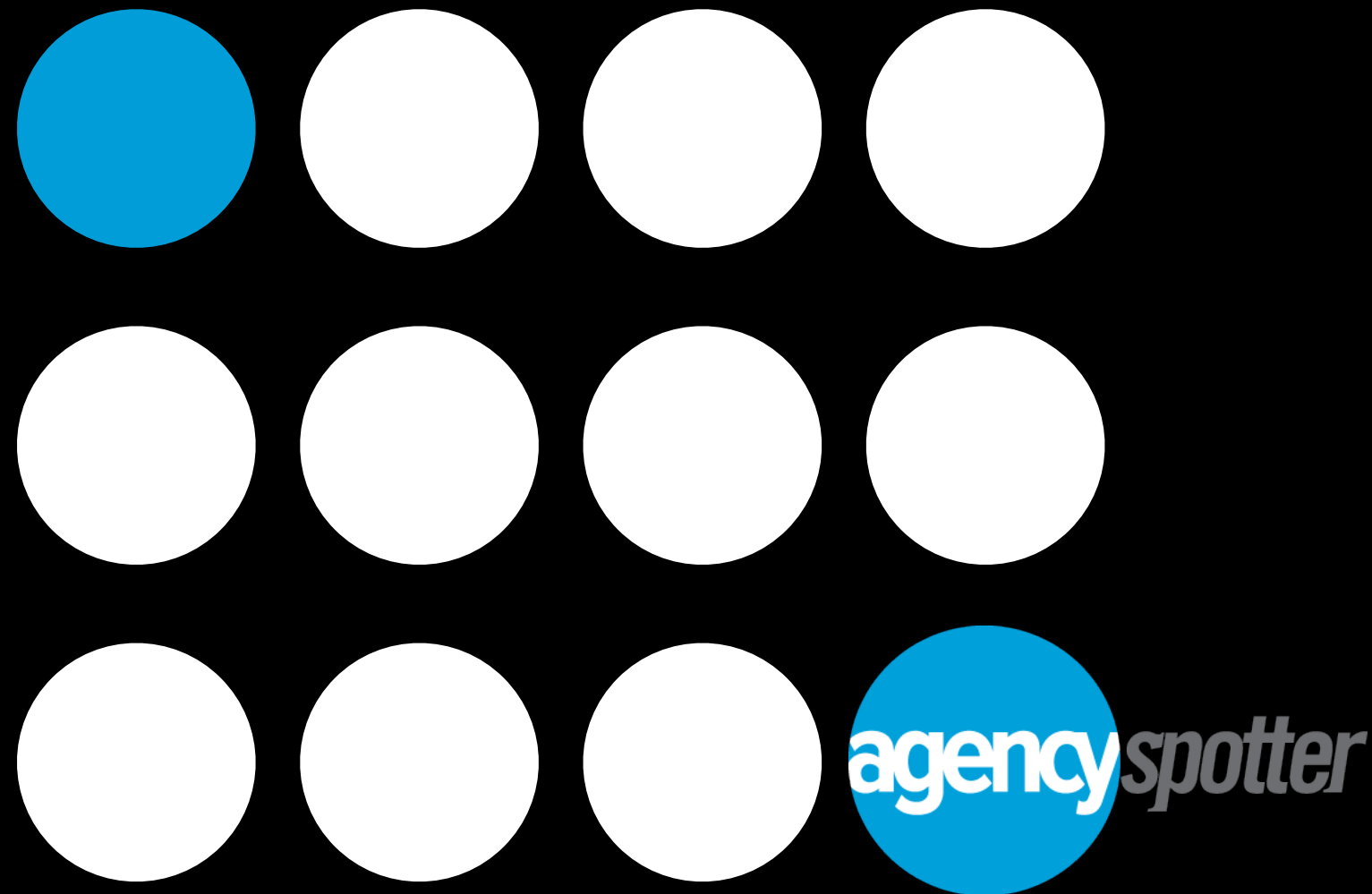
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Bristol



**Creative Tonic**  
BRANDING, PACKAGING, W AND INNOVATION

✓ ★ ★ ★ ★ ★

WE BUILD DIMENSION. tonic is a branding firm across mediums and in



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