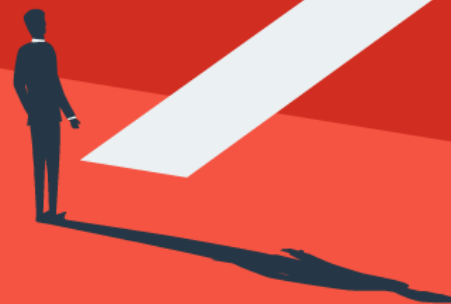


Mind the Gap

New Data Reveals Brand/Agency
Partnership Changes & Challenges



WPROMOTE

Under the skin: uncovering the secrets behind brand/agency relationships



CHRISTINE SCHRADER
VP of Content and Communications
Wpromote

The agency/brand relationship is a critical component of a business’s growth potential; the right agency can drive significant growth for a brand, powering incremental impact, creative transformation, audience loyalty, and more.

Multiple factors are changing that dynamic: macro-economic and market fluctuations, shifting needs and expectations, and new consumer behaviors and preferences, to name a few. That’s why Wpromote and Ascend2 joined forces to ask 500+ brand and agency decision-makers how these relationships are evolving, what’s working, and what’s not.

The results are clear: brand/agency alignment significantly impacts business outcomes.

Brands reporting high satisfaction with their agencies are 61% more likely to experience substantial revenue growth.

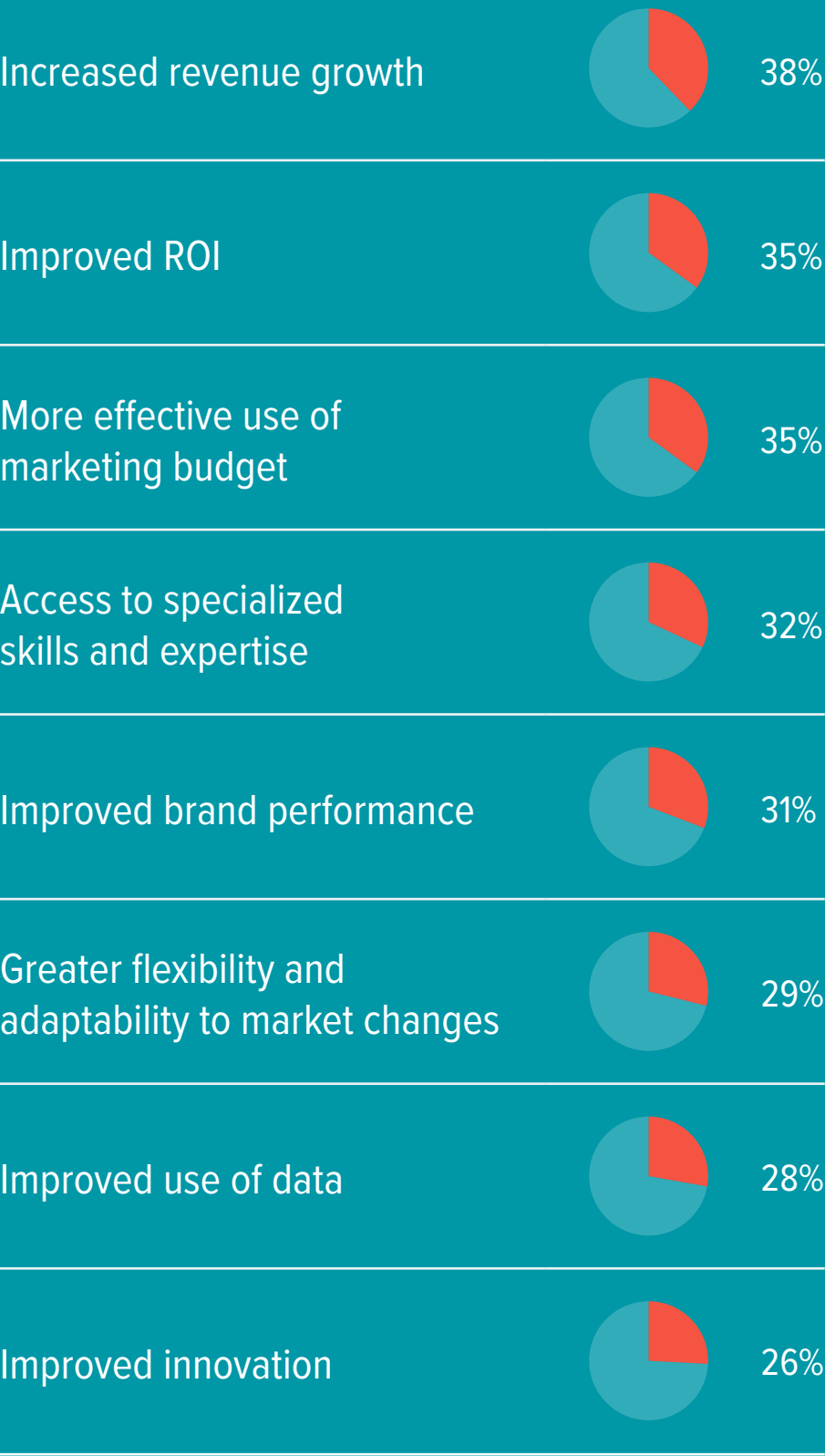
A strong agency relationship correlates with myriad benefits for brands, including stronger revenue growth, higher return on investment (ROI), better brand performance, and more strategic allocation of marketing budgets.

But there are also major disconnects impacting many partnerships. 76% of agencies report high confidence in their service delivery, but just 39% of brands are very satisfied. Alignment is absolutely essential in a fast-changing media and marketing ecosystem, so how can we bridge the gap between what brands need and what agencies deliver?

This new research will help you answer that question, choose the right agency partners, and evaluate and optimize your current relationships and ways of working.

Here’s to better partnerships!

WHERE BRANDS SEE THE GREATEST BENEFITS FROM AGENCIES



Quick Hits & Notable Trends

Brands shift away from single AOR

56% of brands work with two to three agencies, including 66% of highly satisfied brands. About half work with a creative agency and a media agency.

Agility and speed are brand priorities

Nearly seven out of ten brands prefer continuous, agile planning with frequent adjustments. Speed of delivery is the top challenge with agency partners.

Data privacy is a major disconnect

94% of brands expect agencies to deliver important data privacy-specific guidance, but only 53% of agencies provide their clients with expertise and guidance.

Agencies give thumbs up to AI

Most agencies report that AI has a positive impact on how they operate. Just 18% of brands single out AI as a key consideration when evaluating an agency.

Transparency factors into satisfaction

Brands that are highly satisfied with agency transparency are 3x more likely to report strong satisfaction with the overall partnership, at a rate of 65% vs. 21%.

How To Use This Report

Different kinds of brands have different needs, so we broke out three special segments you'll see throughout this report to help you dig deeper into the data and make sure you get the most possible value out of our findings:



ENTERPRISE SCALE:

Brands surveyed with
over 500 employees
*(55% of total survey
respondents)*



GROWTH MODE:

Brands reporting a
significant increase in
revenue in the last year
*(16% of total survey
respondents)*



EXECUTIVE PERSPECTIVE:

Brand respondents who
are owners, partners, or
C-suite level executives
*(41% of total survey
respondents)*

We will also call out when there are significant differences in the way B2B and B2C brands have responded to our survey so you have access to the most relevant possible insights.

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The Current State of Brand/Agency Partnerships

Top brand priorities

Nearly seven out of ten (68%) brands say that overall value is more important than cost when evaluating a new agency partner. But where are they looking to improve?

To achieve their 2024 objectives, brands are prioritizing brand awareness; not far behind are customer acquisition, engagement, and retention. The collapse of the marketing funnel means it's no longer sufficient to focus solely on either bottom-funnel conversions or upper-funnel awareness; successful marketing strategies need to encompass the entire customer journey to succeed.

TOP AREAS FOR IMPROVEMENT FOR BRANDS



Growth Mode

The #2 area of opportunity for brands reporting increased revenue after brand awareness is customer retention.



Executive Perspective: Acquisition and Data Privacy

40% of marketing executives at brands say customer acquisition is the top priority vs. 32% of other marketers, while 24% of execs vs. 15% of other marketers flag data privacy and regulation compliance as areas that will need the most attention this year.

Both B2B and B2C companies point to awareness and acquisition as top priorities, but B2Bs are more focused on sales/conversions and lead generation while B2Cs look to improve customer engagement and retention.

TOP 4 BRAND PRIORITIES: B2B VS B2C

B2B

Brand awareness
38%



Customer acquisition
36%



Sales/conversion
35%



Lead generation
32%



B2C

Brand awareness
37%



Customer engagement
36%



Customer acquisition
34%



Customer retention
34%



Modes of engagement

This new focus on the full funnel can require very different sets of skills from agency partners, so it's not surprising that more than half of the brands surveyed work with two to three agencies and over a quarter (27%) have more than three agency partners.

NUMBER OF AGENCY PARTNERS

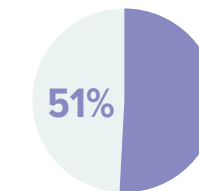
1 agency **17%**
 2-3 agencies **56%**
 4-5 agencies **18%**
 More than 5 agencies **9%**



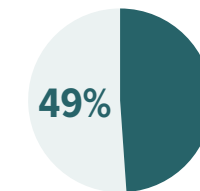
Partner Power

66% of brands surveyed who report high satisfaction with agency partnerships work with two to three different agencies.

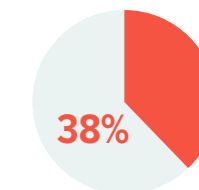
TYPES OF AGENCY PARTNERS



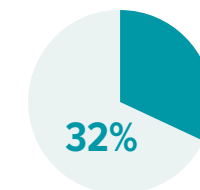
Creative agency



Media agency



Performance agency



Channel-specific (specialized) agency

42% of brands that partner with a single agency work with media agencies, compared to the 24% who partner with creative agencies, 20% with channel-specific agencies, and 11% with performance agencies. As media becomes more complex and interconnected, integrated planning is a growing need for brands, particularly as changes across media platforms speed up.

Brands are most likely to outsource social media, one of the most dynamic media environments in the current ecosystem, to an agency, while SEO and content marketing come in second, closely aligning with brand-building priorities. According to all brands surveyed, email and tech-driven functions like website development and data management are also among the most common marketing needs handled by agency partners.

B2Bs are over 2x more likely than B2Cs to outsource their marketing strategy to an agency. 42% of B2Bs currently consult with an agency partner on overall strategy vs. just 21% of B2Cs. Other commonly outsourced areas for B2Bs include public relations activities and SEO. B2Cs, on the other hand, are significantly more likely than B2Bs to outsource brand creative strategy, PPC, and social media.



Enterprise Scale

43% of enterprise brands outsource big-picture consulting and strategy to an agency.

TOP SERVICES OUTSOURCED TO AGENCY PARTNERS

Social media marketing	41%
Search engine optimization (SEO) and content marketing	36%
Email marketing/marketing automation	35%
Technology solutions (e.g., website development, data management)	35%
Consulting and strategy	34%
Traditional marketing services (e.g., print advertising, event marketing)	32%
Data, analytics, and measurement	32%
General creative services and graphic design	31%
Brand creative strategy	30%
Public relations (PR) and communications	27%
Content production	26%
Full-service media planning	25%
Influencer marketing	25%
Pay-per-click (PPC) advertising	24%
Programmatic/media buying	18%

THE GAP BETWEEN AGENCY CONFIDENCE AND BRAND SATISFACTION

	Agency Very Confident	Brand Very Satisfied
Overall delivery of services	76%	39%
Pitch process	56%	41%
Transparency	63%	42%
Timeliness/speed of delivery	65%	41%
Technology utilized	62%	45%
Ability to demonstrate ROI	63%	33%
Frequency of communication/check-ins	68%	44%
Creative ideation	63%	40%

Partnership disconnects

Any partnership as close as the heavily collaborative relationship between an agency and a brand will come with some challenges. As these partnerships have evolved, some significant cracks have started to emerge, especially when it comes to how agencies and brands define success.

But that doesn't explain why there is such a disconnect between brands' evaluation of partnerships and agency assessments of their services. On the whole, agency confidence tends to far outpace brand satisfaction across almost every component of the relationship. Nowhere is that clearer than overall delivery, with 76% of agencies reporting they are very confident and only 39% of brands reporting that they are very satisfied with that delivery.

Wide gaps between brand and agency assessment of these partnerships are also present across ability to demonstrate ROI, transparency, speed of delivery, frequency of communication, and creative ideation. We'll be exploring all of these components in the rest of this whitepaper to better understand how this disconnect has come to pass.

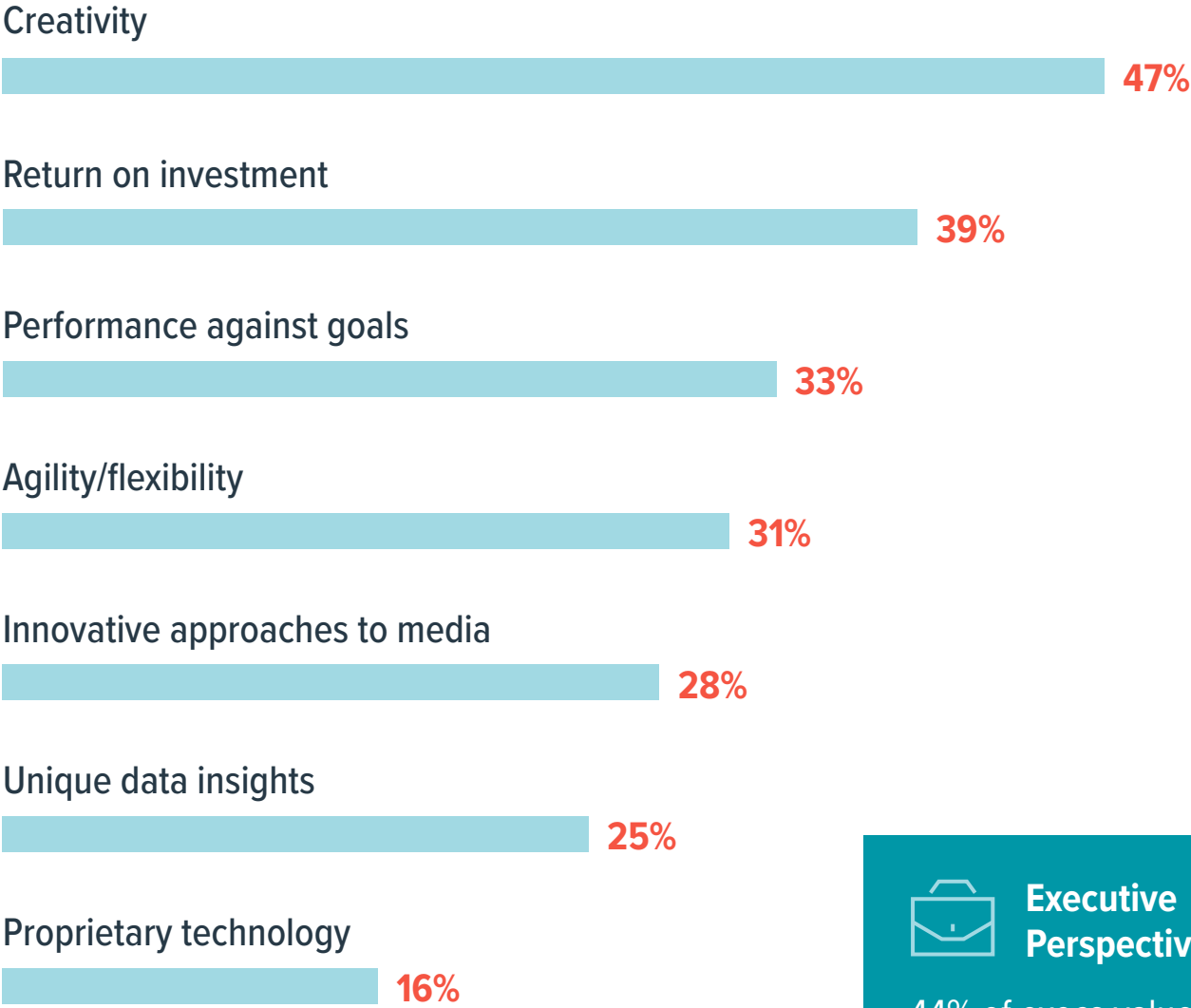
How Agencies Deliver Value

Prioritizing creativity in a partner

Brands definitively point to creativity as the biggest value-add from an agency partner, outpacing even ROI. But that creativity doesn't exist in a vacuum: ROI and performance against goals are also high priorities. And in a constantly changing media landscape, agility and innovation also made it onto the value leaderboard.

Brands using just one agency partner are particularly reliant on agency creativity; nearly two-thirds say that creativity is the most valuable aspect of their agency relationship, compared to 42% of those with multiple partners. Those brands rate the value of overall strategy, unique data insights, and proprietary technology higher than single agency brands.

WHAT BRANDS VALUE MOST FROM AGENCY PARTNERS



Executive Perspective

44% of execs value ROI vs. 38% of non-executives. Leaders also place a significantly higher value on innovative approaches to media (32% vs 26%).

When it comes to pitches and proposals, brands are particularly keen on seeing creative solutions and novel approaches to challenges, the top two most important criteria when considering a new partner.

But there is a significant gap between how agencies perceive their own creative ideation and how it is received by the brands they work with. Just one-third of brands express high satisfaction with agency partners' creative ideation, while 63% of agencies report feeling very confident in their creative abilities.



ASSESSING YOUR AGENCY: CREATIVITY

When it comes to evaluating your agency's creative potential, ask the following questions:

- ✓ How frequently is your agency partner surfacing fresh creative ideas?
- ✓ How is your agency prioritizing learning in the creative process?
- ✓ How is your agency incorporating new insights into audiences and media platforms into the creative ideation process?
- ✓ Is your agency's creative approach agile and built for a modern media mix, or is it static and/or focused on more traditional channels?
- ✓ Is creative driving outcomes for your brand and business?

Demonstrating business impact

Although brands place creativity at the top of the list of potential value driven by agency partners, revenue growth and ROI are the top two most common KPIs brands use to evaluate agency performance. That underlines the growing demand for creativity that is also accountable to business outcomes, which can require a significant adjustment for agencies specializing in a traditional approach to creative in particular.



Demonstrating ROI is critical to a successful agency-brand partnership, but agencies are significantly more confident than brands when it comes to ROI. Nearly two-thirds (63%) of agencies report high confidence, but only one-third (33%) of brands report being very satisfied with their agency's ability to demonstrate ROI.

That's a major disconnect, but it's not across the board; brands reporting revenue growth in the last year credit those results to their agency partner(s). 40% report that one of the greatest benefits of working with an agency partner is, in fact, increased revenue growth. In fact, brands with the most satisfaction with their agency partners are 4x more likely than others to be very satisfied in their agency partner(s)' ability to demonstrate ROI (61% vs 15%).



ASSESSING YOUR AGENCY: BUSINESS IMPACT

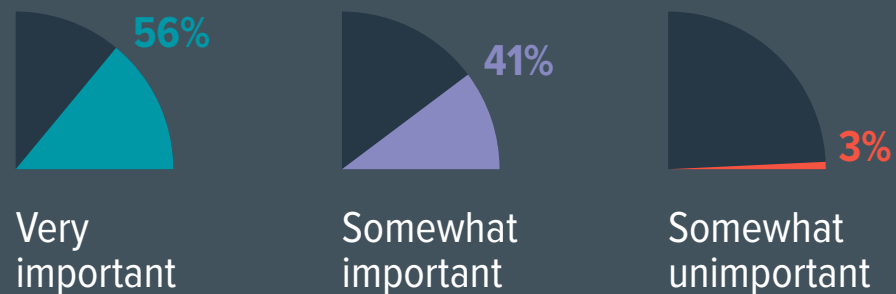
To evaluate your agency's ability to deliver business impact like ROI or revenue growth, ask the following questions:

- ✓ Is your agency partner aware of your overarching business goals?
- ✓ How does your agency partner hold output accountable to those business goals?
- ✓ Are your strategy, media mix, and campaigns built to deliver against business goals or only focused on achieving marketing KPIs?
- ✓ Are the KPIs your agency partner is reporting on and tracking aligned with your business goals?
- ✓ Do you know why your agency partner is optimizing strategy and tactics against specific KPIs?

Unlocking agility as a superpower

Part of the reason creativity is so critical is due to the accelerating pace of change across marketing and media. But creativity without agility can only take a brand so far. A whopping 97% of brands consider an agency's ability to offer creative solutions in response to market changes important.

How important is an agency's ability to proactively offer creative solutions in response to rapid market changes?



Enterprise Scale

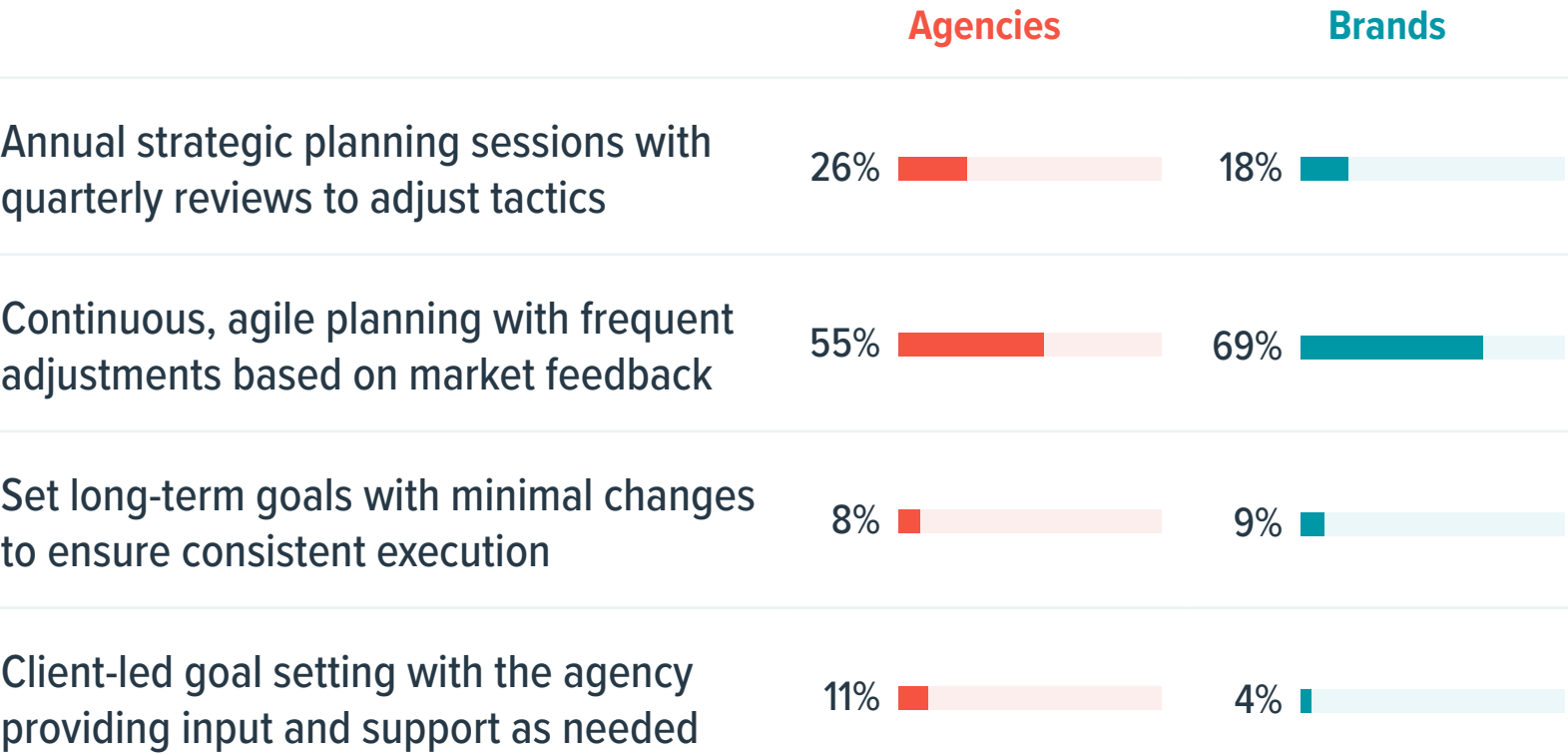
60% of enterprise brands say proactive creative solutions are very important vs. 50% of smaller brands.

Brands must be able to navigate and adapt to the complexities of today's markets if they want to stay relevant and competitive. Strong agency partners empower brands to capitalize on opportunities or mitigate risks as market dynamics shift. But, despite the overwhelming demand for proactive agility, not all agencies are showing up: only 63% report that they provide clients with proactive creative solutions to address rapid market changes.

So, how do agencies adjust their strategies and goals throughout the year for their clients? Over one-quarter say they have annual strategic planning sessions with quarterly reviews to adjust tactics. Although 69% of brands prefer continuous, agile planning, only 55% of agencies engage in that kind of agile planning process accounting for marketing feedback and fluctuations.

Three-quarters of B2B companies prefer continuous, agile planning with frequent adjustments based on market feedback. About two-thirds of B2Cs feel this way, while one in five prefer annual strategic planning sessions with quarterly reviews to adjust tactics.

AGENCY VS. BRAND: STRATEGIC PLANNING



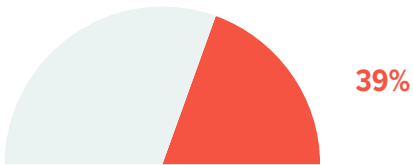
ASSESSING YOUR AGENCY: AGILITY

If agility is a priority for your brand, consider how well your agency partner is unlocking flexibility by asking the following questions:

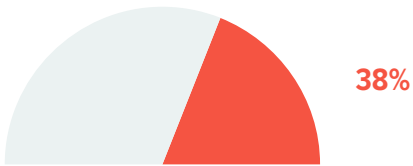
- ✓ Does your agency incorporate agile and real-time components into strategy, planning, and optimization?
- ✓ How often is your agency surfacing relevant new trends and insights across audiences, competitors, media environments, culture, and more?
- ✓ Does your agency have a process in place to adjust plans based on new trends and insights?
- ✓ Does your agency proactively plan for changes while staying responsive to real-time trends?
- ✓ How long does it take for agencies to turn around SLAs?

HOW BRANDS WANT AGENCIES TO HANDLE MARKETING INNOVATION

Keep the client informed but adopt a cautious approach to implementation



Actively propose and implement cutting-edge solutions



Focus on proven strategies and technologies with occasional updates



The client should direct when and what to explore



57% of agencies say they actively provide their clients with ways to innovate and implement cutting-edge marketing solutions.

Accelerating innovation

Constant strategic innovation is critical if brands want to stay ahead of changing consumer behavior, data regulations, and media platforms. That’s why 98% of brands want direction from their agency partners about potential ways to innovate.

But brands are evenly split between wanting partners to actively propose and implement cutting-edge solutions and taking a more cautious approach. Just over one-fifth report they prefer agency partners focus on proven strategies and technologies with occasional updates vs. taking a more active leadership role driving innovation.

B2Cs in particular place a high value on innovation from agencies. 41% of B2Cs surveyed say they expect their agency partner(s) to actively propose and implement cutting-edge solutions, compared to 33% of B2Bs.

As buyers become more conscious of social and environmental issues, brands are increasingly looking for innovative ways to meet customer demands. They want agency partners to acknowledge and incorporate these values into their work. But, although 84% of brands say that collaborating with their partner agency to develop new sustainability and social responsibility initiatives is important, just 42% of agencies report providing ways to improve or create such initiatives for their clients.



ASSESSING YOUR AGENCY: INNOVATION

To evaluate whether your agency is prioritizing innovation effectively, ask the following questions:

- ✓ **How is your agency staying ahead of change across the client portfolio through aggregate testing, proprietary research, or other means?**
- ✓ **Is surfacing new opportunities a distinct part of your regular communication and collaboration with your agency partner?**
- ✓ **Does your agency proactively provide recommendations and guidance around new platforms, strategies, and tactics?**
- ✓ **Does your agency dedicate part of your media budget to testing and learning?**

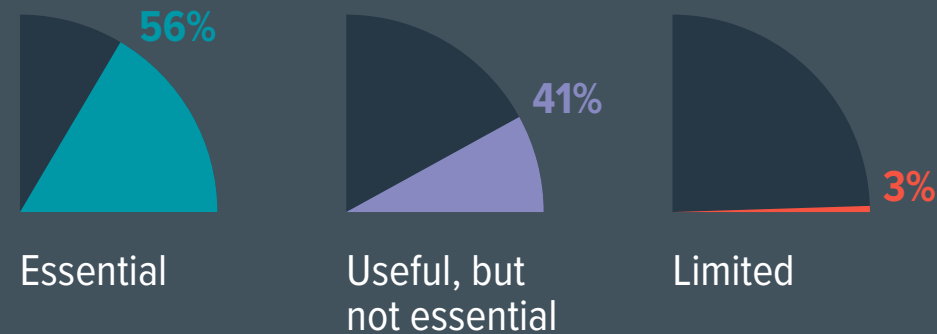
Deploying data, technology, & AI

Technology impacts nearly every aspect of a brand's marketing strategy, from execution and optimization to scalability and compliance. In fact, two-thirds of brands surveyed feel that technology is essential to enhancing the agility and flexibility of their relationships with agency partners. Another 32% find it useful. But how can agencies deliver the most value through their use of data and technology?

While nearly two-thirds (62%) of agencies report high confidence in the technology they use, slightly less than half (45%) of brands are very satisfied with the tech

leveraged by their agency partners. Brands also aren't particularly concerned about whether the agency built or owns the tech or not. Just 15% ranked proprietary technology as one of the most valuable aspects of their agency partnerships.

ROLE OF TECHNOLOGY IN ENHANCING AGILITY IN AGENCY-CLIENT RELATIONSHIP



Executive Perspective

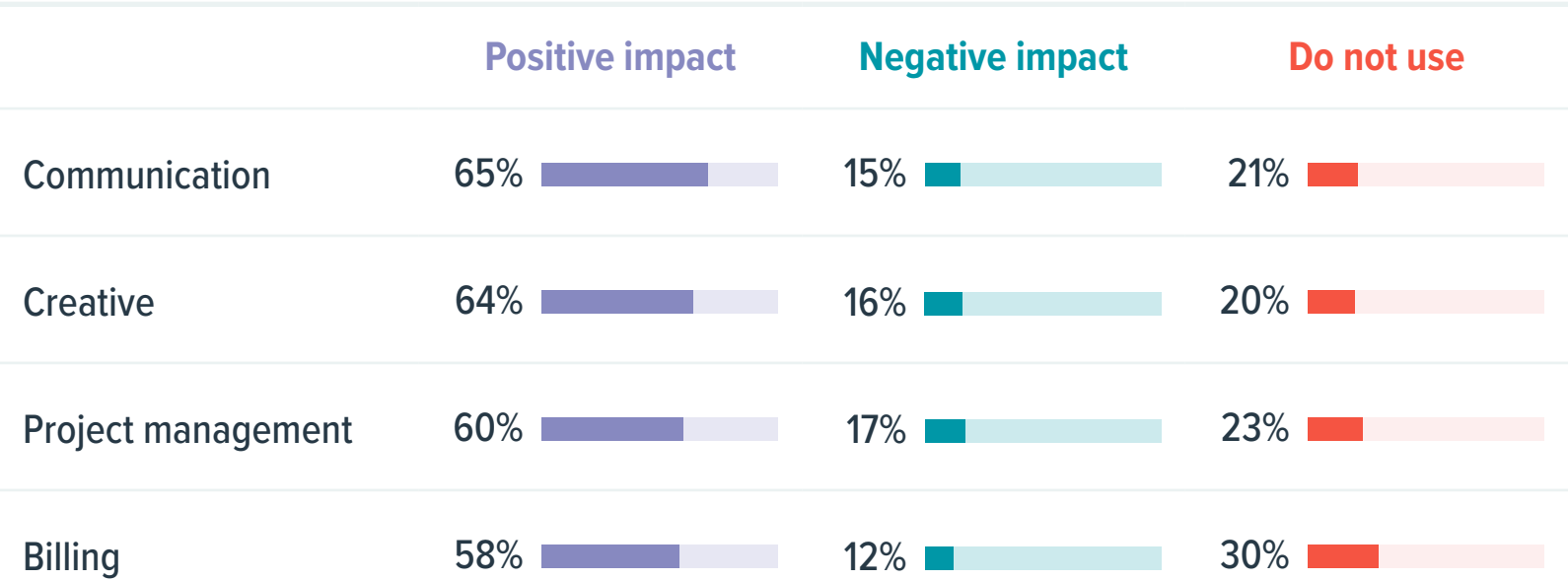
63% of brand execs report high satisfaction with agency technology vs. 42% of other marketers.

ONLY 45% OF BRANDS ARE VERY SATISFIED WITH THE TECH LEVERAGED BY THEIR AGENCY PARTNERS.

The related challenge of data privacy is also front-of-mind for brands, but agencies are significantly less engaged on the topic: 53% of agencies provide their clients with expertise and guidance on changing data privacy regulations, but a whopping 94% of brands consider data privacy-specific guidance important.

Only 18% of brands single out AI as a key consideration when evaluating an agency, but that's likely to change as the technology continues to mature. Agencies report that AI has had a largely positive impact on the way they operate, especially when it comes to communication and creative work. About one in five agencies do not use AI for communication, creative, or project management, and 30% say they do not use AI for billing.

AGENCIES ON THE IMPACT OF AI



ASSESSING YOUR AGENCY:
DATA & TECHNOLOGY

If you want to understand whether your brand is getting the maximum value from your agency partners when it comes to data and technology, ask the following questions:

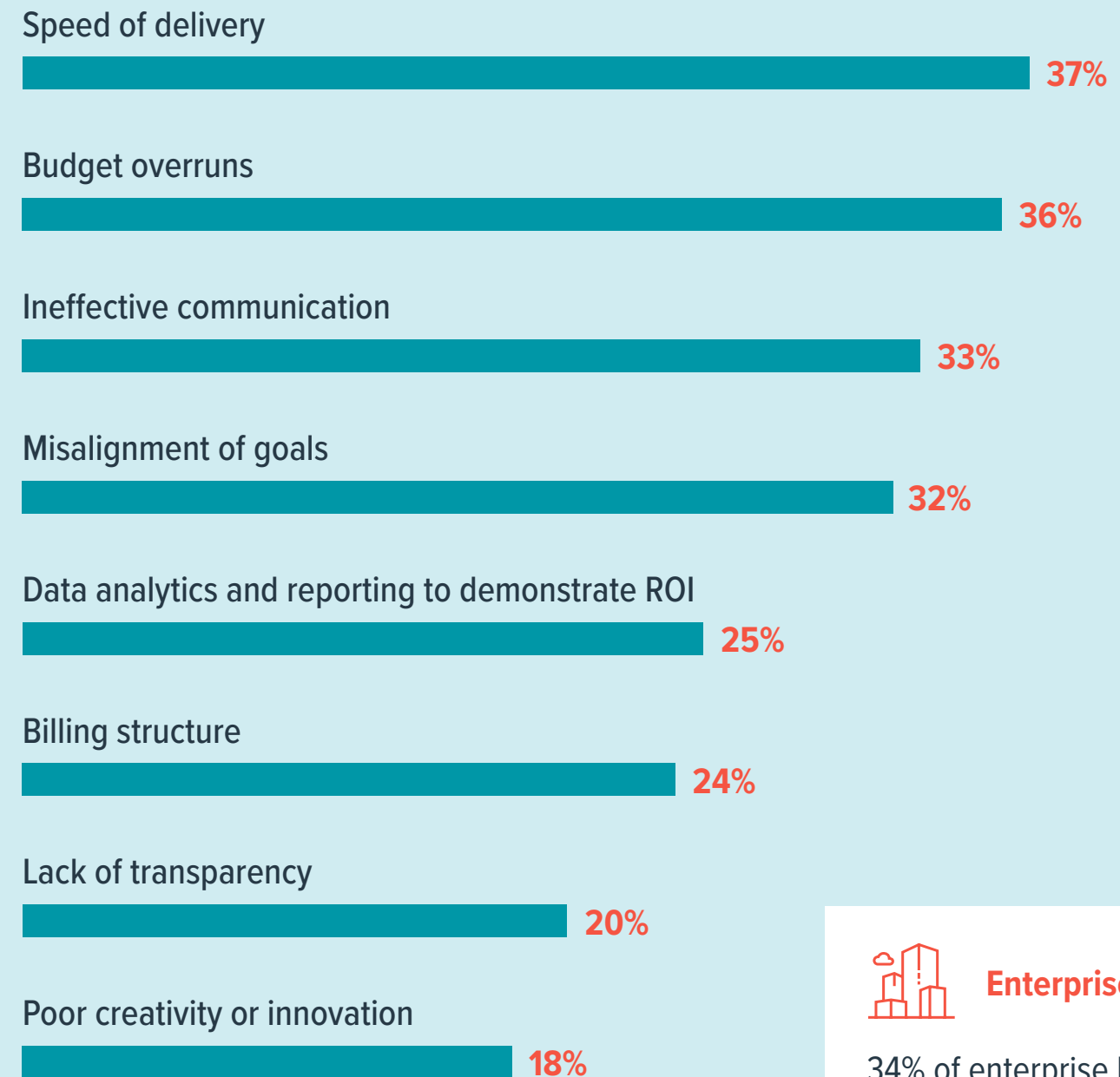
- ✓ Does your agency provide transparent and objective assessments, recommendations, and guidance around marketing technology?
- ✓ Do you feel confident that your agency is leveraging the best possible tech solutions for your business needs?
- ✓ Is your agency partner sharing information and proactively preparing your brand for changing data privacy regulations?
- ✓ Is your agency partner leveraging privacy-compliant solutions to improve targeting and measurement?
- ✓ How effectively is your agency measuring the incremental impact of your marketing and reporting against your business goals?
- ✓ Is your agency partner leveraging AI and other emerging tech solutions in impactful ways and clearly explaining how they’re deploying them for your brand?

How Brands & Agencies Work Together

Collaboration challenges

Even if the strategic needs of a brand perfectly align with an agency's offerings, the partnership's actual working parts need to run smoothly as well. The top two challenges for brands are execution-focused: speed of agency delivery and budget overruns. But those are closely followed by ineffective communication and goal misalignment, which represent more general, persistent challenges with the partnership.

BIGGEST CHALLENGES OF WORKING WITH AN AGENCY

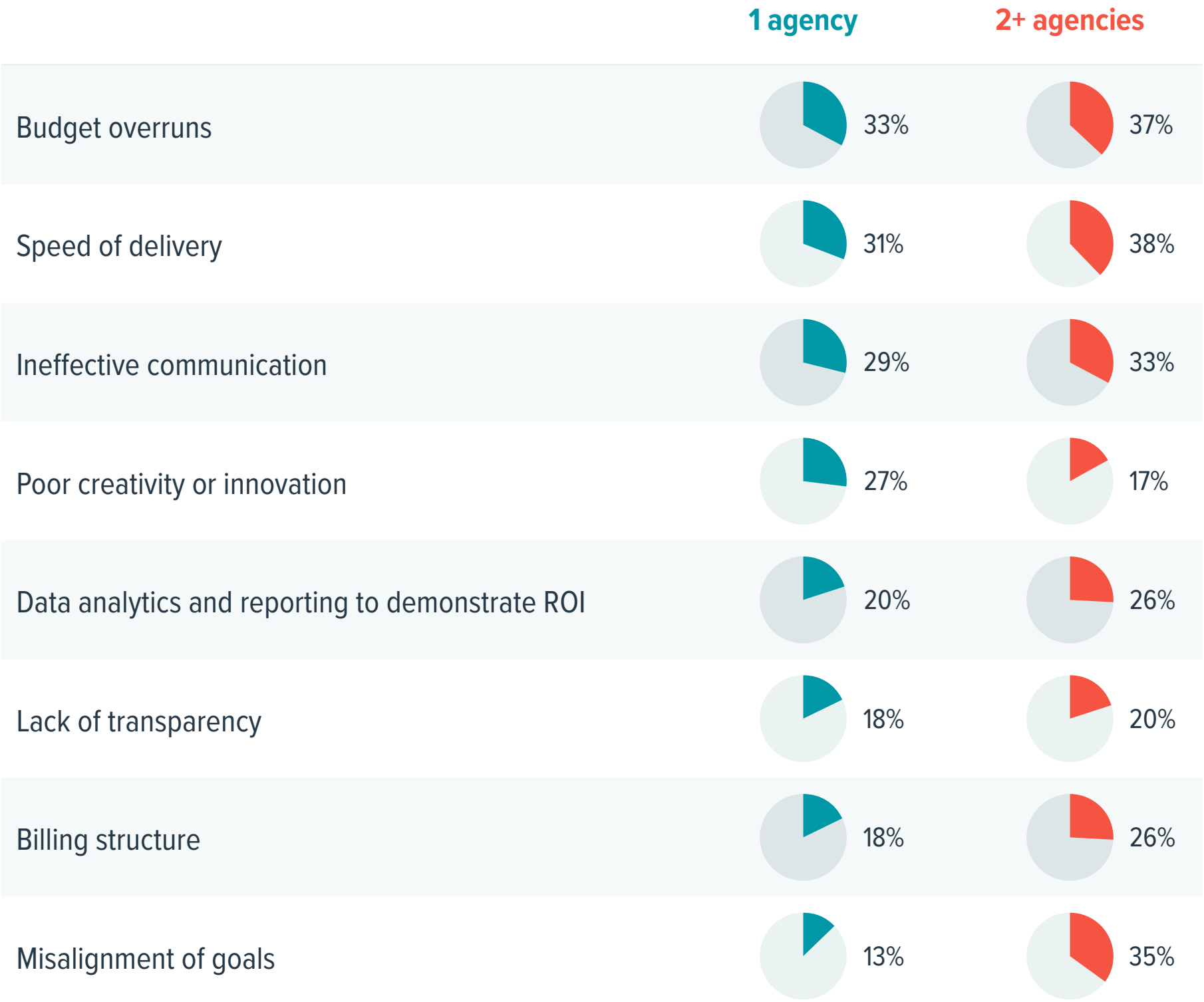


Enterprise Scale

34% of enterprise brands point to misalignment of goals with agency partners as a major challenge vs. 26% of smaller brands.

Working with multiple agencies may give brands access to more specialized experts and skillsets, but it can also exacerbate collaborative tensions; brands working with two or more agencies are significantly more likely to report challenges around goal alignment, speed of delivery, demonstrating ROI, and billing structure.

BIGGEST CHALLENGES: SINGLE AGENCY VS. MULTIPLE AGENCY PARTNERS



TOP AGENCY PRIORITIES FOR IMPROVING THE CLIENT EXPERIENCE

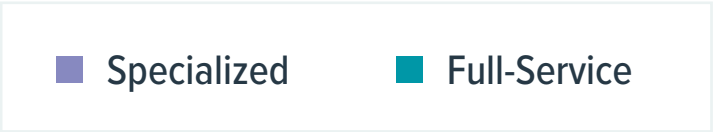
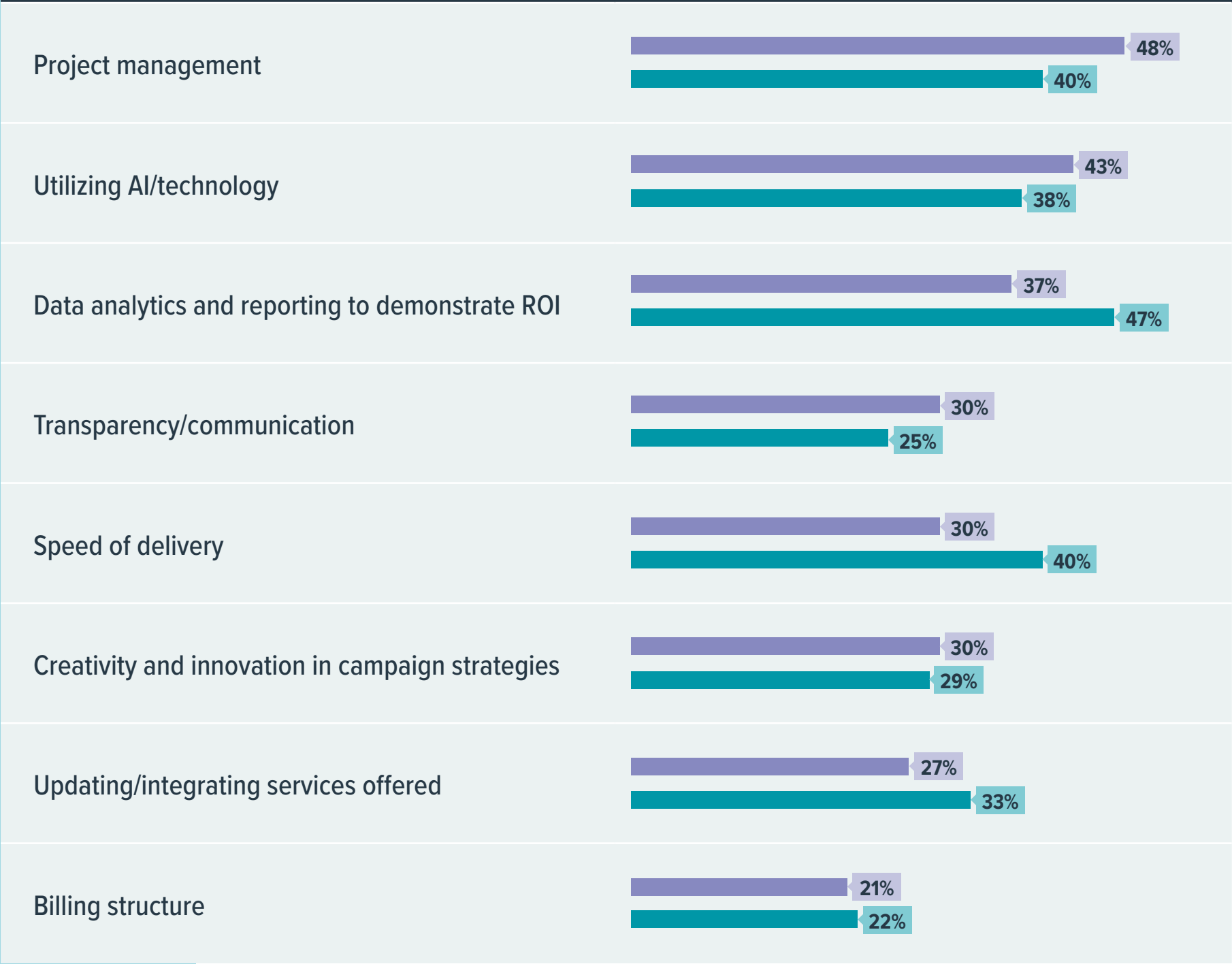


Speed of delivery

Brands are increasingly challenged to do more with less while platforms, audiences, and even budgets are constantly changing. As a result, they expect agency partners to deliver results against rapid turnaround times and shortened project timelines. That’s a significant source of tension: brands consider speed of delivery the biggest challenge of working with an agency.

That’s not likely to change for most agency/client partnerships. Despite a scant 34% of brands reporting high satisfaction with the speed of project delivery, 65% of agencies are confident in their speed of delivery, which may explain why only 36% are prioritizing it as an area of improvement in the coming year.

SPECIALIZED VS. FULL-SERVICE AGENCIES:
TOP PRIORITIES FOR IMPROVING THE CLIENT EXPERIENCE



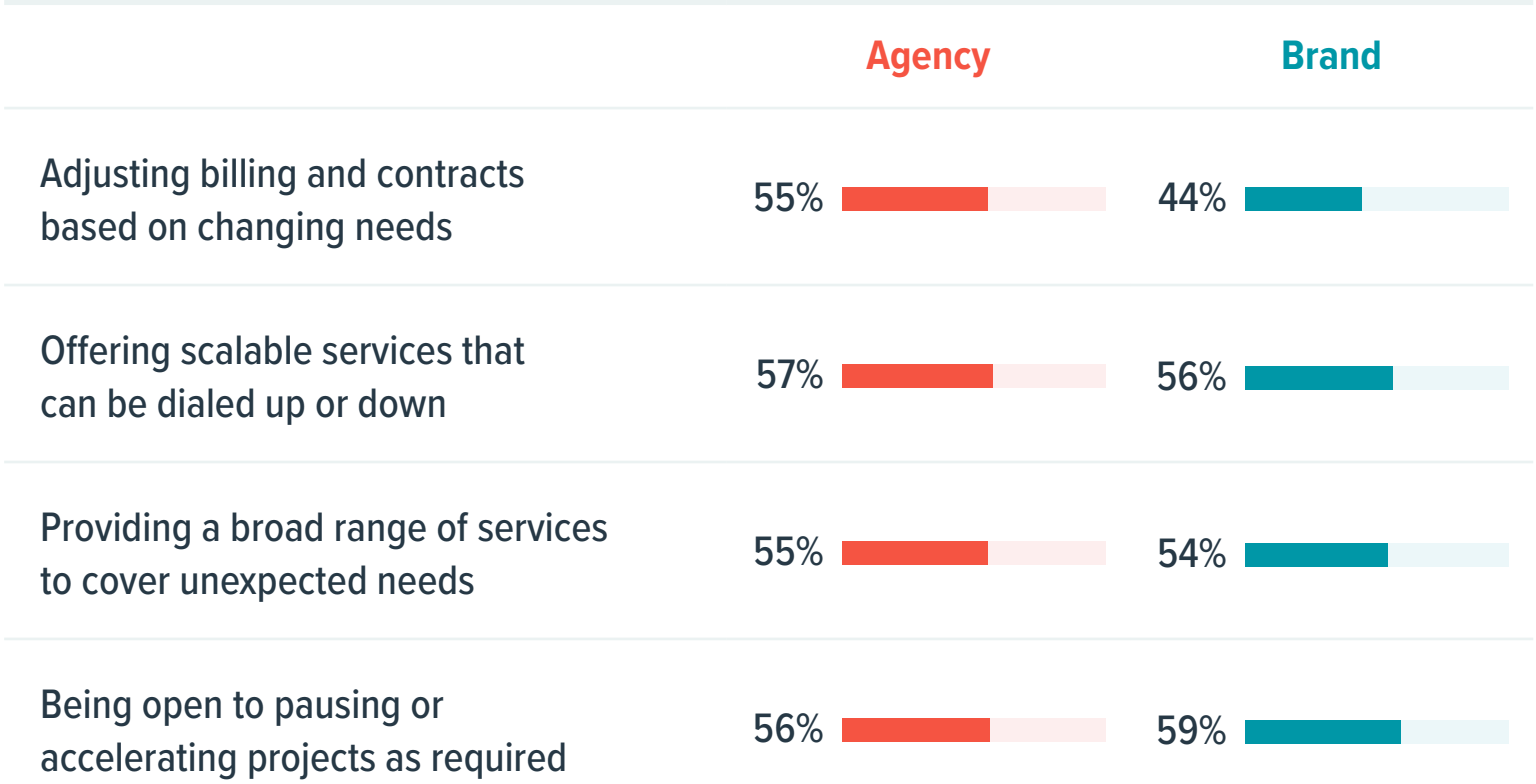
If speed of delivery is important to your business, full-service agencies are more likely than specialized agencies to prioritize improvement; they’re also more focused on enhancing ROI reporting as well as updating and integrating their services. Specialized agencies, on the other hand, are leaning into project management, AI, and other technology as top priorities to improve the customer experience.

Budget & scope flexibility

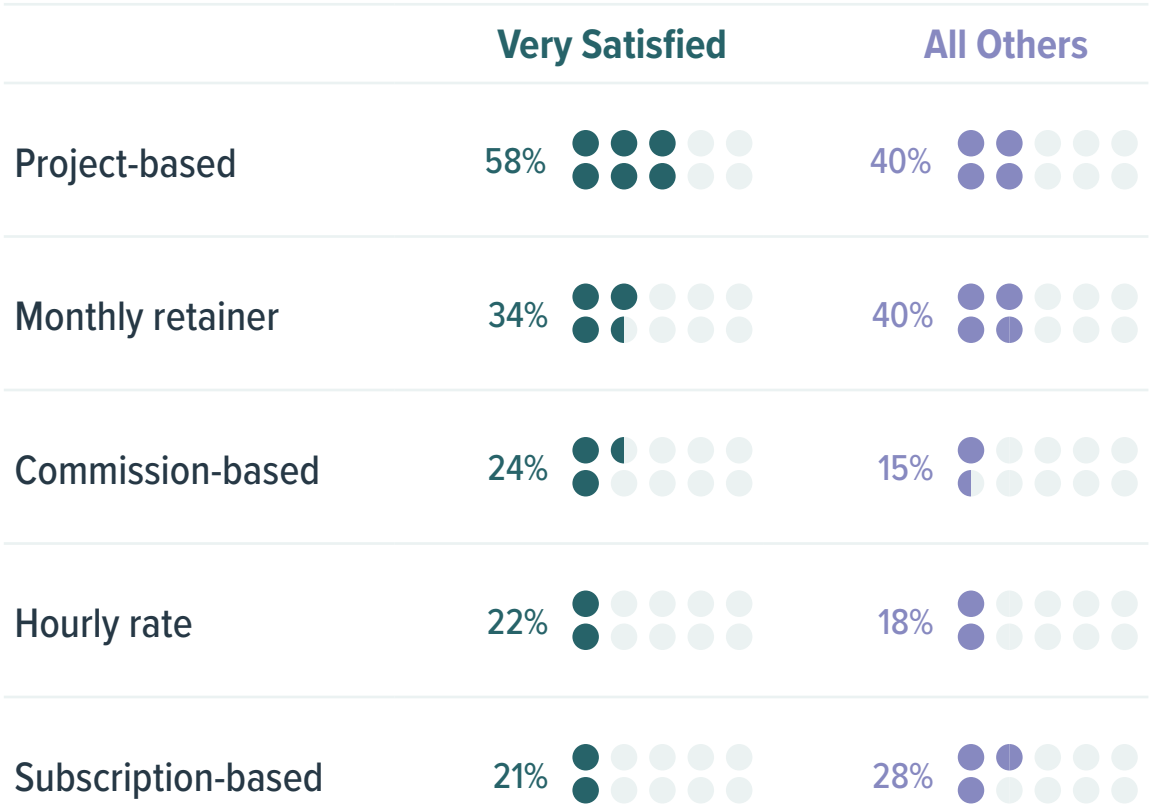
Agencies are actually more flexible in areas including adjusting billing and contracts than brands expect. Just 44% of brands believe agencies are willing to adjust billing and contracts based on changing needs, while 55% of agencies are open to those adjustments.

Agency and brand expectations are largely aligned when it comes to flexibly scaling services, bringing in new or different services, and pausing or accelerating projects.

AGENCY VS. BRAND: FLEXIBILITY EXPECTATIONS



BRAND SATISFACTION WITH AGENCY BILLING STRUCTURE

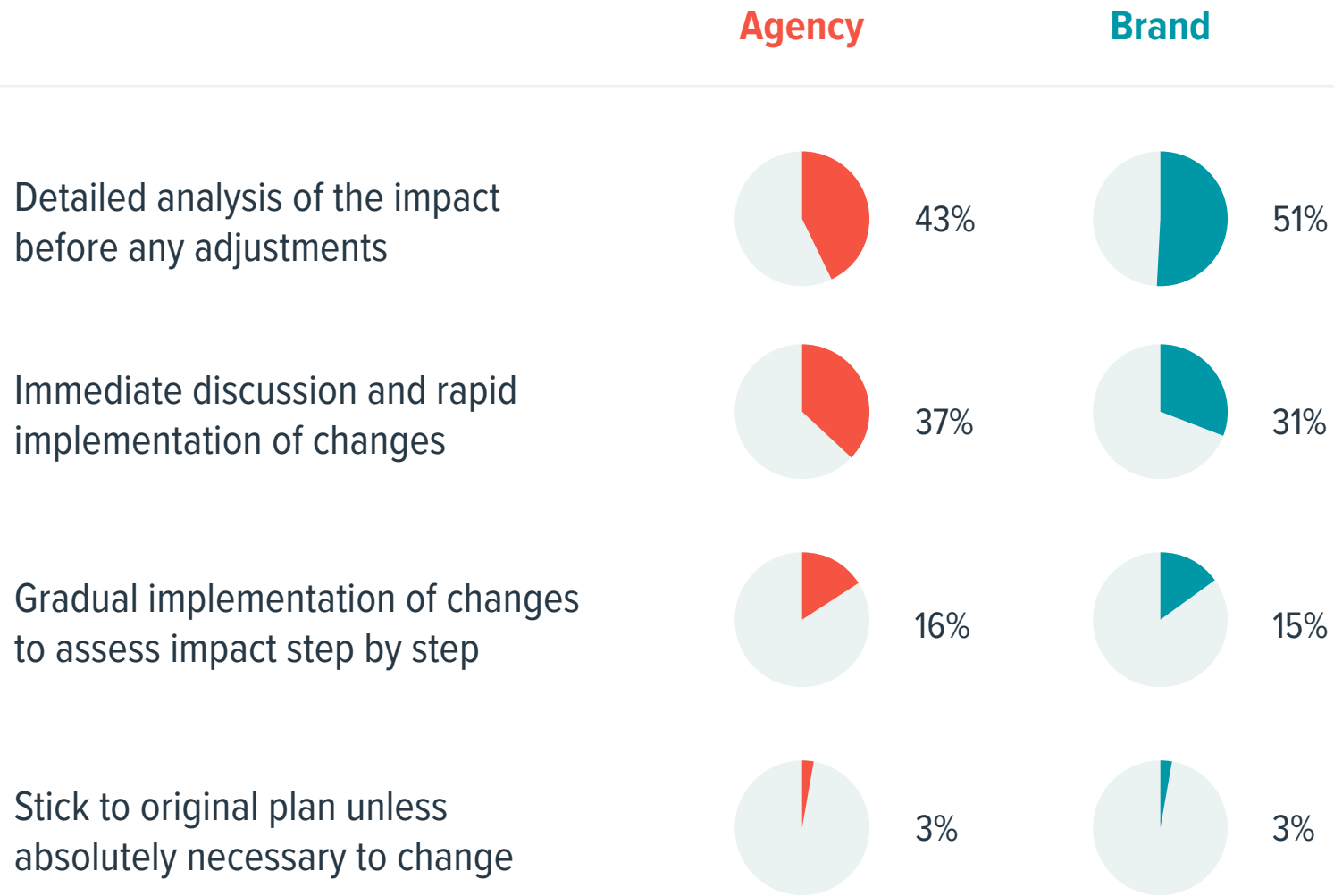


That need for flexibility may also be why the most satisfied brands strongly prefer a project-based billing structure instead of a monthly retainer. That structure gives them the freedom to deploy agency partners to focus work on specific projects based on their current needs, which can change over time.

When new challenges crop up that require changes in project scope or direction, brands and agencies are mostly aligned in their expectations of how to proceed.

Slightly less than half of agencies and about half of brands prefer to conduct a detailed impact analysis before making adjustments, while 37% of agencies and 31% of brands favor immediate discussion and rapid implementation when a change occurs.

AGENCY VS. BRAND: HANDLING CHANGES IN SCOPE OR DIRECTION

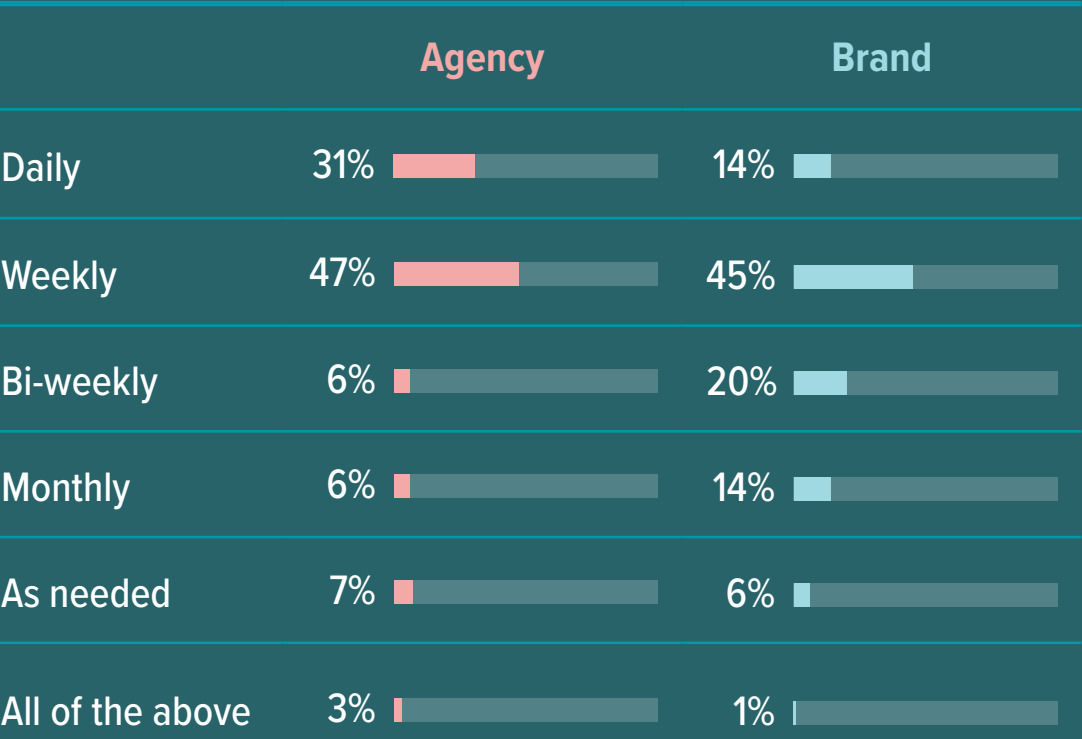


Communication & transparency

Communication is the source of significant disparities between agencies and brands.

Frequency of communication is one point of disconnection; only 44% of brands report being very satisfied with the frequency of communication and check-ins from their agency partners vs. 68% of agencies. Over three-quarters (78%) of agencies report communicating with their clients on a daily or weekly basis. But brands report less frequent communication; 40% say communication is bi-weekly, monthly, or on an as-needed basis.

AGENCY VS. BRAND: COMMUNICATION FREQUENCY

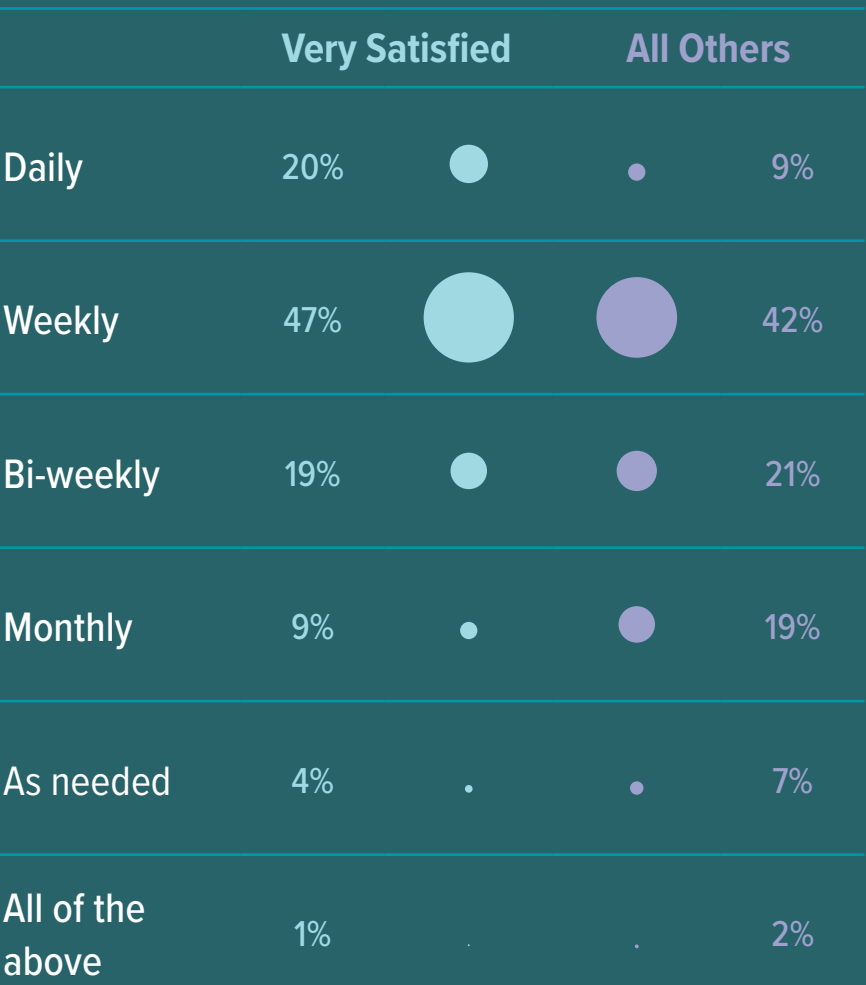


Brands want more communication from their agency partners. The most satisfied brands report a more regular cadence of communication and check-ins. Over two-thirds (67%) receive daily or weekly communication from their agency compared to just 51% of less satisfied brands.

Transparency is also a big component of the communication puzzle because it fosters an environment of trust, collaboration, and optimization. But it’s another point of contention: just 35% of brands report being very satisfied with agency transparency, while nearly two-thirds (63%) of agencies feel highly confident about their level of transparency with brands.

The right level of transparency also correlates with stronger overall happiness

BRAND SATISFACTION & COMMUNICATION FREQUENCY



with the partnership. Brands that are highly satisfied with the level of transparency from agencies are 3x more likely to report that they are highly satisfied with the overall partnership, at a rate of 65% vs. 21%.



Evaluating Your Agency Partners

One thing is clear from this report: different agencies offer different capabilities, ways of working, and value for brands. And that means you don't have to settle for a partner that isn't meeting your brand's needs.

Over half of brands say they would likely start looking for a new agency partner due to a lack of results. 49% would consider a new partner because they need new perspectives or they're looking to cut costs.

Whether you're already looking for a new agency or assessing an existing partner, this guide can help you zero in on what you need from an agency. Use those insights to help structure your RFP and pitch process to effectively address your most important priorities or better align expectations with the agency (or agencies) you're already working with.

Better alignment is in your future!

Methodology

From March 25 - April 5, 2024, Wpromote and Ascend2 Research used an online custom questionnaire to survey two groups.

AGENCIES	RANGE OF SERVICES	BRANDS
238 professionals working for businesses that provide agency services to other businesses. These individuals represented companies with 50 or more employees in the US, and are in job roles of manager and above.	Specialized45% Full-service55%	272 marketing decision-makers that use agency services in one or more areas of their business. These individuals represent companies with 50 or more employees in the US across all industries and are in job roles of manager and above.
TYPES OF SERVICES OFFERED		PRIMARY MARKETING FOCUS
Consulting and strategy54%		B2B (Business-to-Business)26%
Data, analytics, and measurement47%		B2B and B2C equally42%
Technology solutions (e.g., website development, data management)43%		B2C (Business-to-Consumer)32%
Social media marketing32%		
Email marketing/marketing automation32%		JOB ROLE
Brand creative strategy31%		Owner / Partner / C-Level28%
Traditional marketing services (e.g., print advertising, event marketing)31%		Vice President / Director39%
Full-service media planning30%		Manager33%
Content production29%		
General creative services and graphic design27%		NUMBER OF EMPLOYEES
Search engine optimization (SEO) and content marketing26%		50 - 500 employees35%
Public relations (PR) and communications26%		501 - 5,000 employees42%
Influencer marketing26%		5,0001 - 10,000 employees11%
Pay-per-click (PPC) advertising22%		More than 10,000 employees13%
Programmatic/media buying18%		
Other10%		

ABOUT THE RESEARCH PARTNERS

WPROMOTE

Wpromote is an independent marketing agency that drives next-level growth by challenging conventional thinking. We deliver immediate impact and accelerate outcomes for clients like Intuit QuickBooks, Peacock, Spanx, TransUnion, and Vuori. Our agile decision-making and unique approach to media and marketing is powered by our Challenger culture, deep business intelligence, and predictive Polaris platform.

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Companies partner with Ascend2 to create original research from survey conceptualization through report and content creation to media outreach. Ascend2 helps companies fuel marketing content, generate leads, and engage prospects to drive demand through the middle of the funnel.

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