

Podcast | The Ins and Outs of the Marketer-Agency Relationship

AUDIO |

eMarketer Editors

eMarketer principal analyst Jillian Ryan decodes the complicated and evolving relationship between brand marketers and their agency partners. She previews her upcoming report on this topic and covers areas including in-housing, audits and why agencies continue to be relevant.

Change in Partner/Supplier Approach According to Marketing Executives Worldwide, May 2018

% of respondents



Note: over the next 2-3 years

Source: Dentsu Aegis Network, "CMO Survey 2018: How Brands Win in the Digital Economy," July 31, 2018

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