

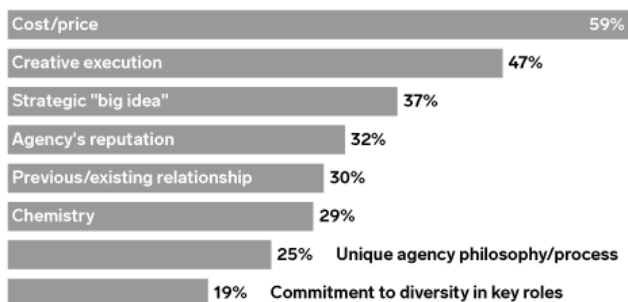
# Brand-side marketers care most about cost when choosing an agency

Article

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## Factors When Selecting an Agency According to US Brand-Side Marketers, March 2023

% of respondents



Note: n=209

Source: Association of National Advertisers (ANA), 4A's and Advertiser Perceptions, "The Cost of the Pitch," July 18, 2023

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Insider Intelligence | eMarketer

**Key stat:** Cost is the most important factor for 59% of US brand-side marketers when selecting an agency, according to a joint report from the Association of National Advertisers, 4A's, and Advertiser Perceptions.

### Beyond the chart:

- Cost reduction is one of the key drivers for marketers to launch an agency review, according to the report. However, the average cost of a review is about \$1 million (when there is no incumbent), which could negate any savings earned.
- Beyond cost, marketers take into account creative execution, a strategic "big idea," and the agency's reputation. Agencies should illustrate how they demonstrate value across the board to help marketers look beyond cost alone.

### Use this chart:

- Understand how brand-side marketers select agency partners.
- Identify which criteria are important when choosing an agency.

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*Note: Respondents were asked, "What are the most important factors that go into deciding which agency to select at the end of the pitch?"*

*Methodology: Data is from the July 2023 Association of National Advertisers (ANA), 4A's and Advertiser Perceptions report "The Cost of the Pitch." 329 US brand marketers and agency professionals were surveyed online during March 23-28, 2023.*