

Title	Participants Title	Role	Revenue	Budget	Current Agencies	Role with Agency	Segmentation Title	Segment 1 Intro	Segment 1: High Expectati..
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The Agency Edge

RESEARCH SERIES

What Agency Clients Really Want From Their Account Managers

Fall 2017

Presented by
Susan Baier, Audience Audit, Inc.
 and
Drew McLellan, Agency Management Institute



Title	Participants Title	Role	Revenue	Budget	Current Agencies	Role with Agency	Segmentation Title	Segment 1 Intro	Segment 1: High Expectati..
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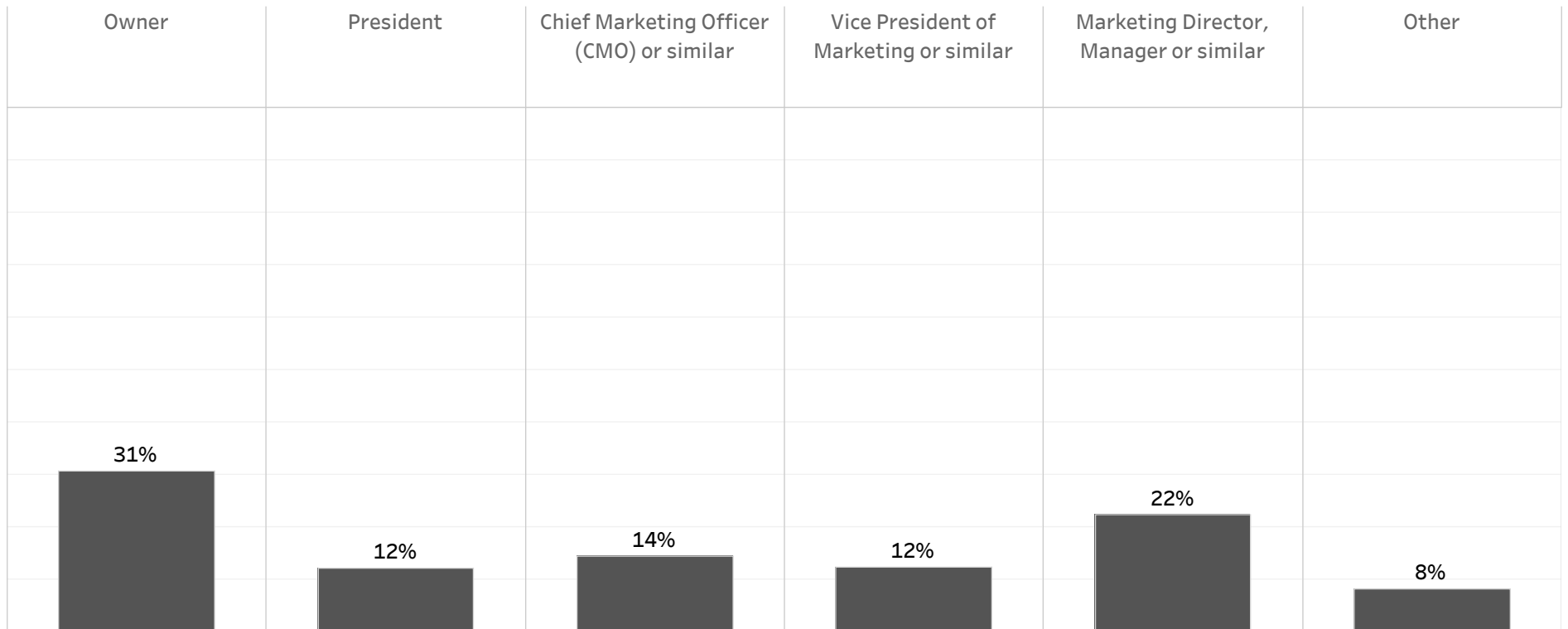
Participants

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Title	Participants Title	Role	Revenue	Budget	Current Agencies	Role with Agency	Segmentation Title	Segment 1 Intro	Segment 1: High Expectati..
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Respondents hold a range of roles in their organizations. Nearly 1/3 are owners.

Role

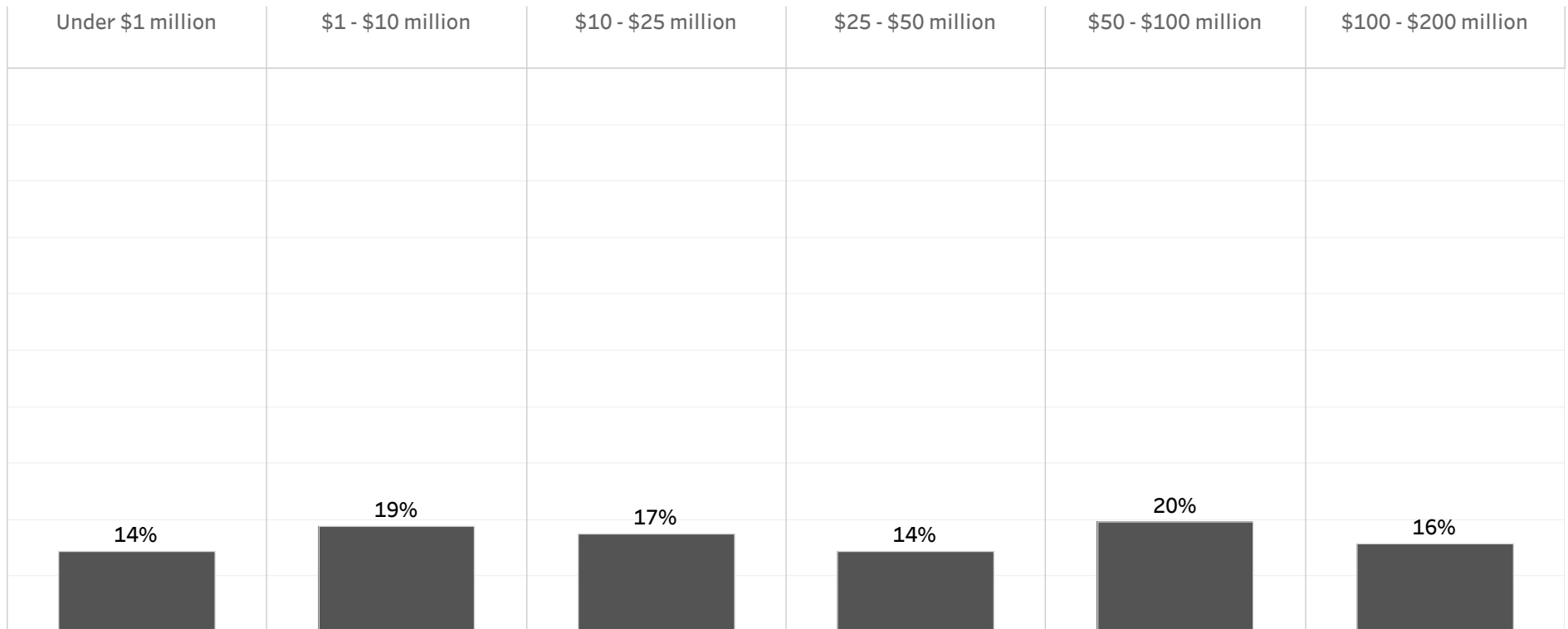


What is your role?

Title	Participants Title	Role	Revenue	Budget	Current Agencies	Role with Agency	Segmentation Title	Segment 1 Intro	Segment 1: High Expectati..
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Respondents report a range of annual revenue levels.

Gross Annual Revenue

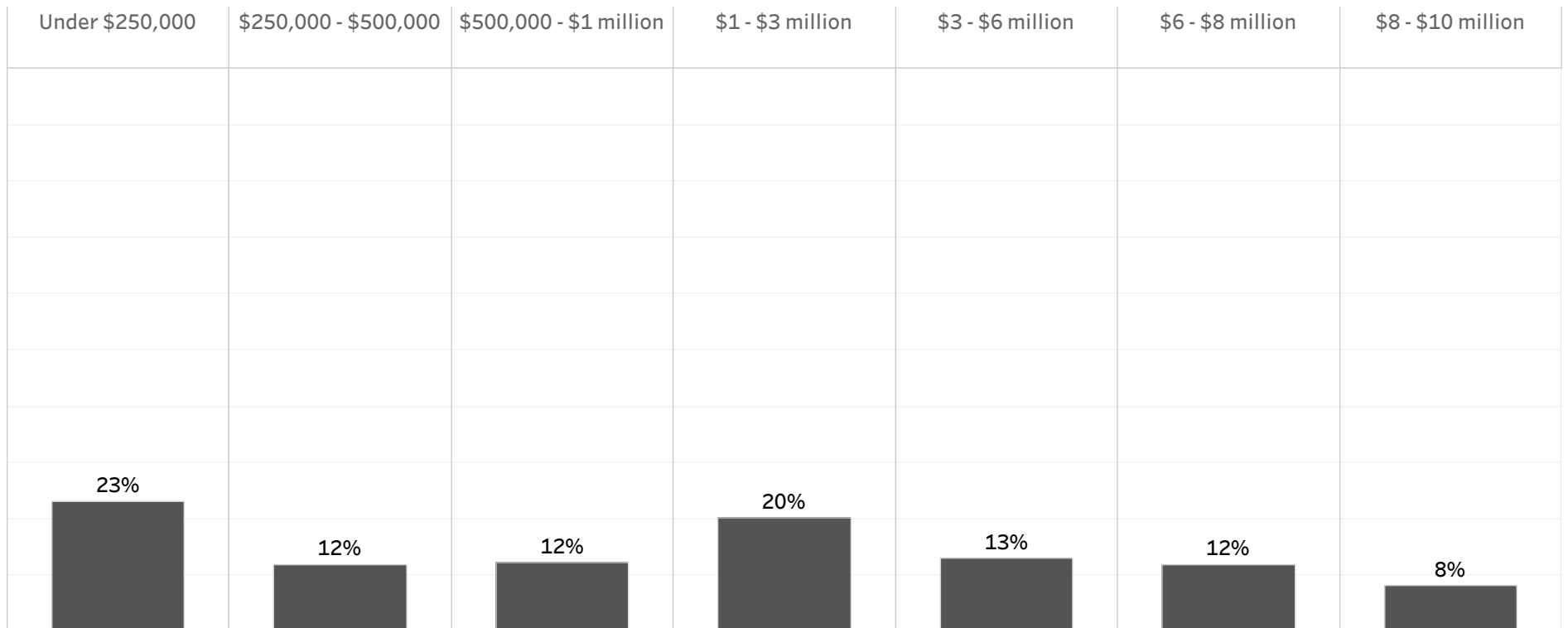


What is your organization's gross annual revenue for this year?

Title	Participants Title	Role	Revenue	Budget	Current Agencies	Role with Agency	Segmentation Title	Segment 1 Intro	Segment 1: High Expectati..
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Respondents report a range of gross marketing budgets.

Gross Annual Marketing Budget

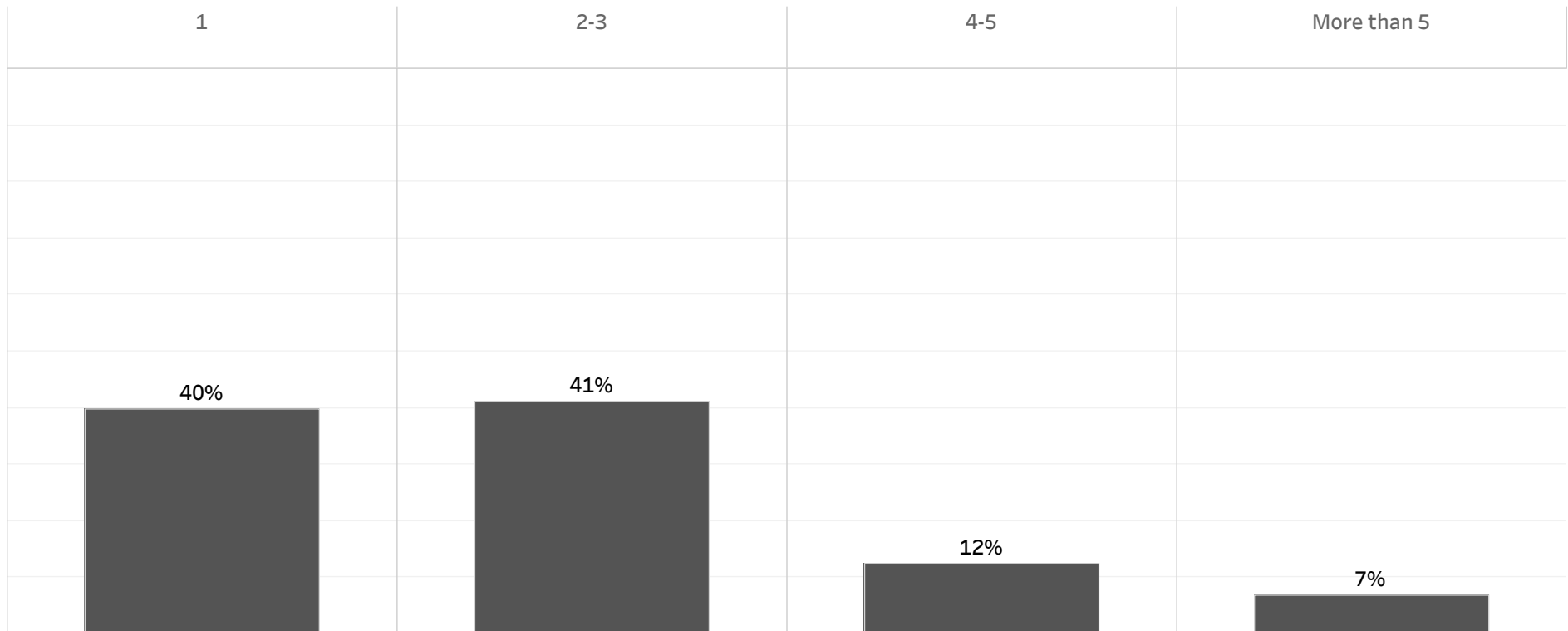


What is your organization's gross annual marketing budget for this year (not including personnel costs)?

Titl e	Participants Title	Role	Revenue	Budget	Current Agencies	Role with Agency	Segmentation Title	Segment 1 Intro	Segment 1: High Expectations	Seg ment 2 In..
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Most respondents say their organization works with 1-3 advertising or marketing agencies.

Current Agencies

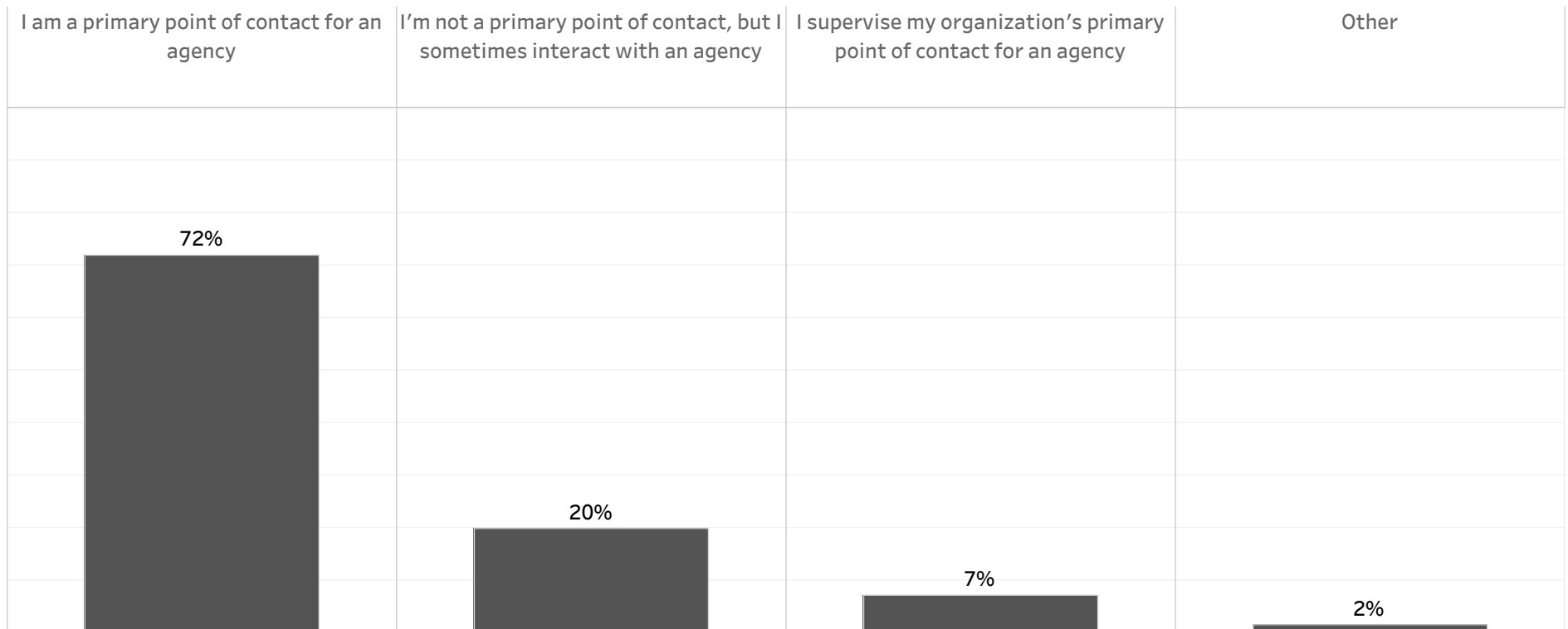


How many advertising or marketing agencies currently work with your organization?

P ar t..	Role	Revenue	Budget	Current Agencies	Role with Agency	Segmentation Title	Segment 1 Intro	Segment 1: High Expectations	Segment 2 Intro	Segment 2: L..
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Nearly 3/4 of respondents say they are the primary point of contact for the agencies that work with their organization.

Role with Agency



How would you describe your role with regard to marketing or advertising agencies that work with your organization?

R ol e	Revenue	Budget	Current Agencies	Role with Agency	Segmentation Title	Segment 1 Intro	Segment 1: High Expectations	Segment 2 Intro	Segment 2: Low Expectations	Segment 3 In..
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Attitudinal Segmentation

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R e. .	Budget	Current Agencies	Role with Agency	Segmentation Title	Segment 1 Intro	Segment 1: High Expectations	Segment 2 Intro	Segment 2: Low Expectations	Segment 3 Intro	Seg ment 3: S..
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Segment 1

**“High expectations
are the key to everything.”**

- Sam Walton

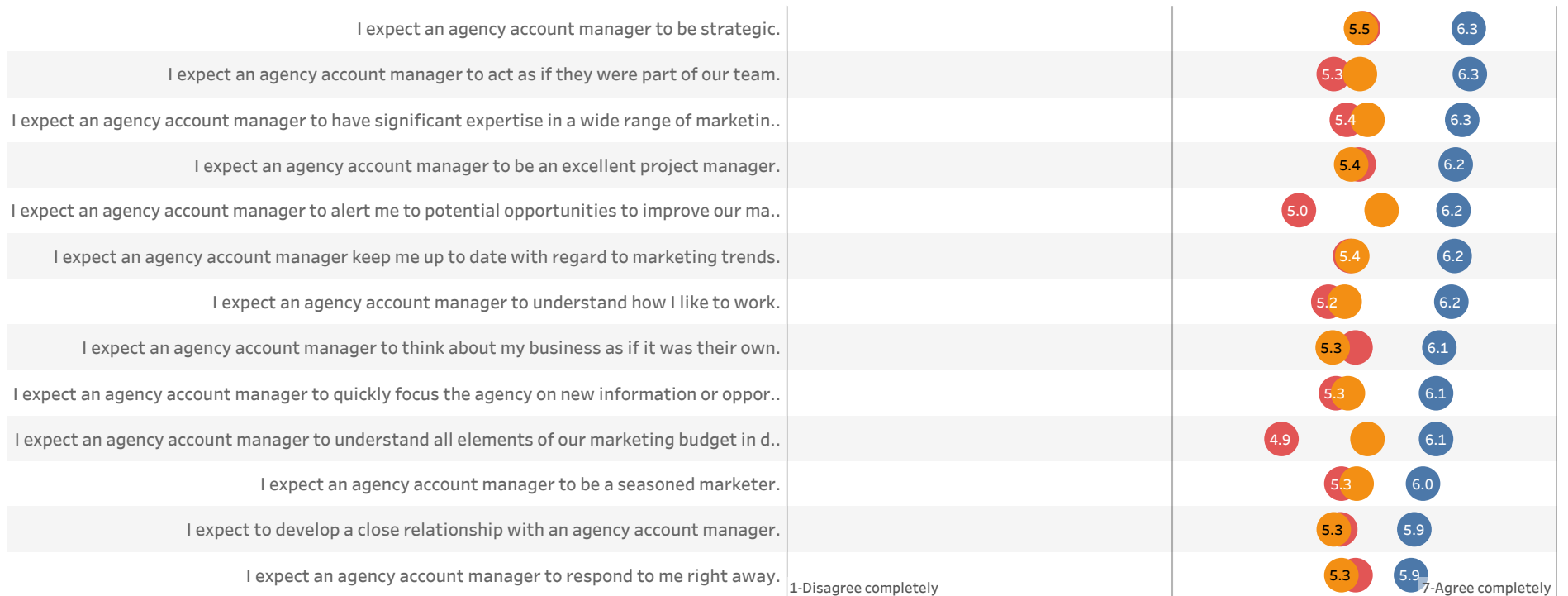
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B u. .	Current Agencies	Role with Agency	Segmentation Title	Segment 1 Intro	Segment 1: High Expectations	Segment 2 Intro	Segment 2: Low Expectations	Segment 3 Intro	Segment 3: Shot Callers	Segment Dist..
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The Lofty Expectations segment demands a lot from their agency AE, including experience, strategic thinking and the ability to identify new opportunities for their client.

Average Level of Agreement - Segment 1 Attitudes

Lofty Expectations | Underwhelmed | Shot Callers



How do you feel about the following statements?

C ur r..	Role with Agency	Segmentation Title	Segment 1 Intro	Segment 1: High Expectations	Segment 2 Intro	Segment 2: Low Expectations	Segment 3 Intro	Segment 3: Shot Callers	Segment Distribution	Non- Diffe ren..
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Segment 2

“You have been weighed,
you have been measured,
and you have been found wanting.”

- A Knight's Tale

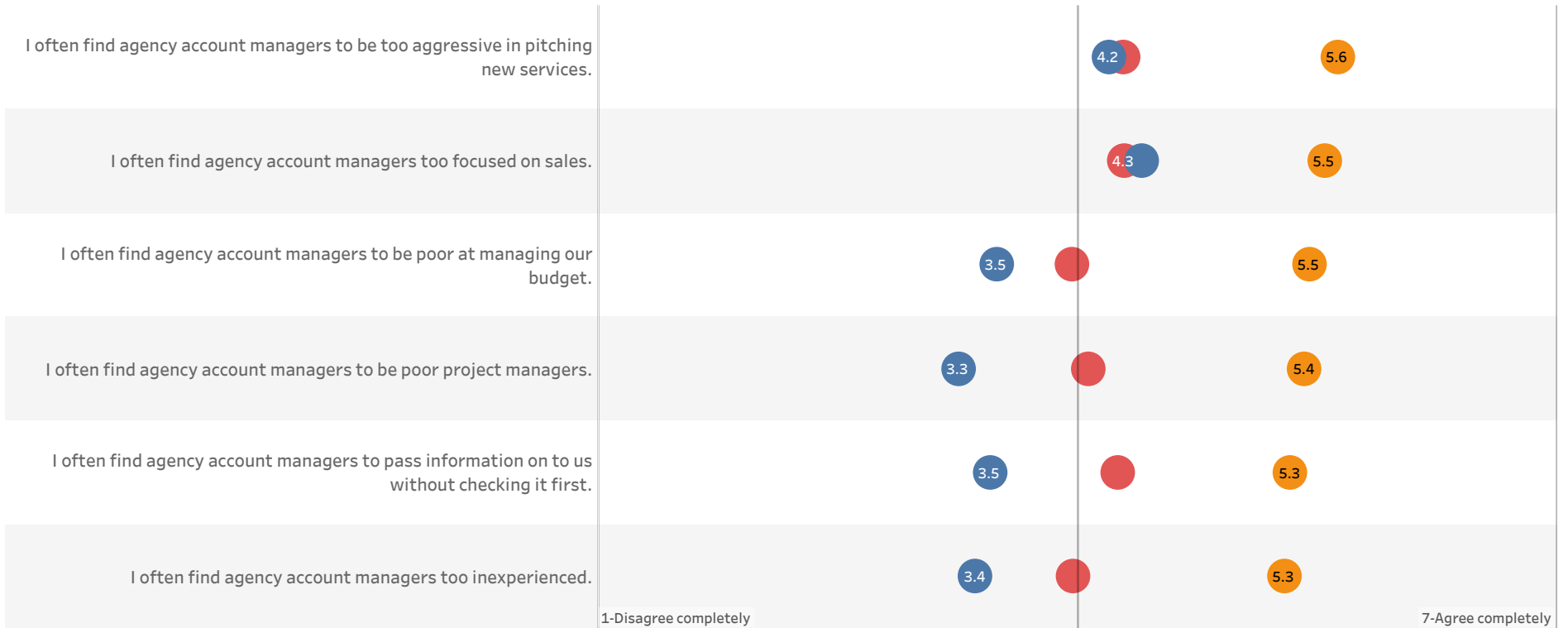
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Rol..	Segmentation Title	Segment 1 Intro	Segment 1: High Expectations	Segment 2 Intro	Segment 2: Low Expectations	Segment 3 Intro	Segment 3: Shot Callers	Segment Distribution	Non-Differentiating Attitudes	Segment Co..
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The Underwhelmed segment has found agency AEs to be inexperienced, inefficient sales people.

Average Level of Agreement - Segment 2 Attitudes

Lofty Expectations | Underwhelmed | Shot Callers



How do you feel about the following statements?

S e. .	Segment 1 Intro	Segment 1: High Expectations	Segment 2 Intro	Segment 2: Low Expectations	Segment 3 Intro	Segment 3: Shot Callers	Segment Distribution	Non-Differentiating Attitudes	Segment Comparisons Title	Orga nizat ion ..
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Segment 3

**“In this world, I call the shots
and I think I know best.”**

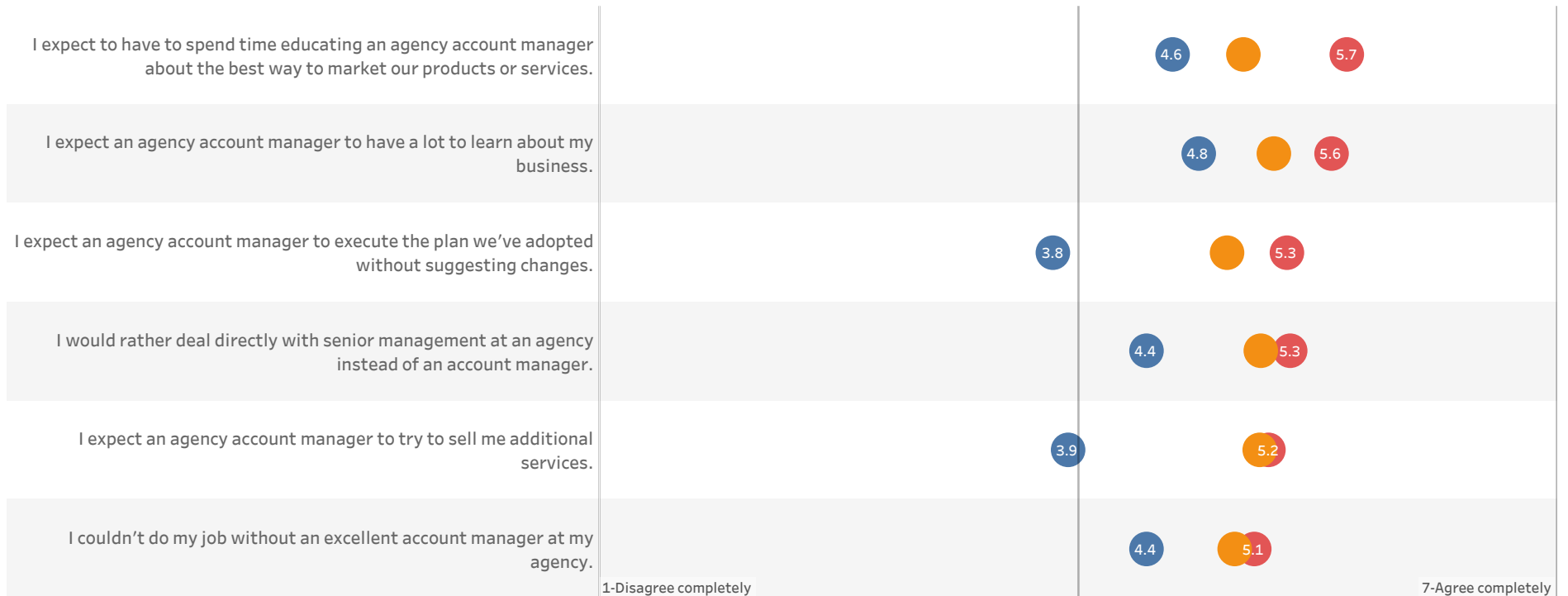
- Mariah Carey

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Shot Callers want their agency AE to follow their instructions to the letter, and assume that they'll have to spend time educating them about marketing.

Average Level of Agreement - Segment 3 Attitudes

Lofty Expectations | Underwhelmed | Shot Callers

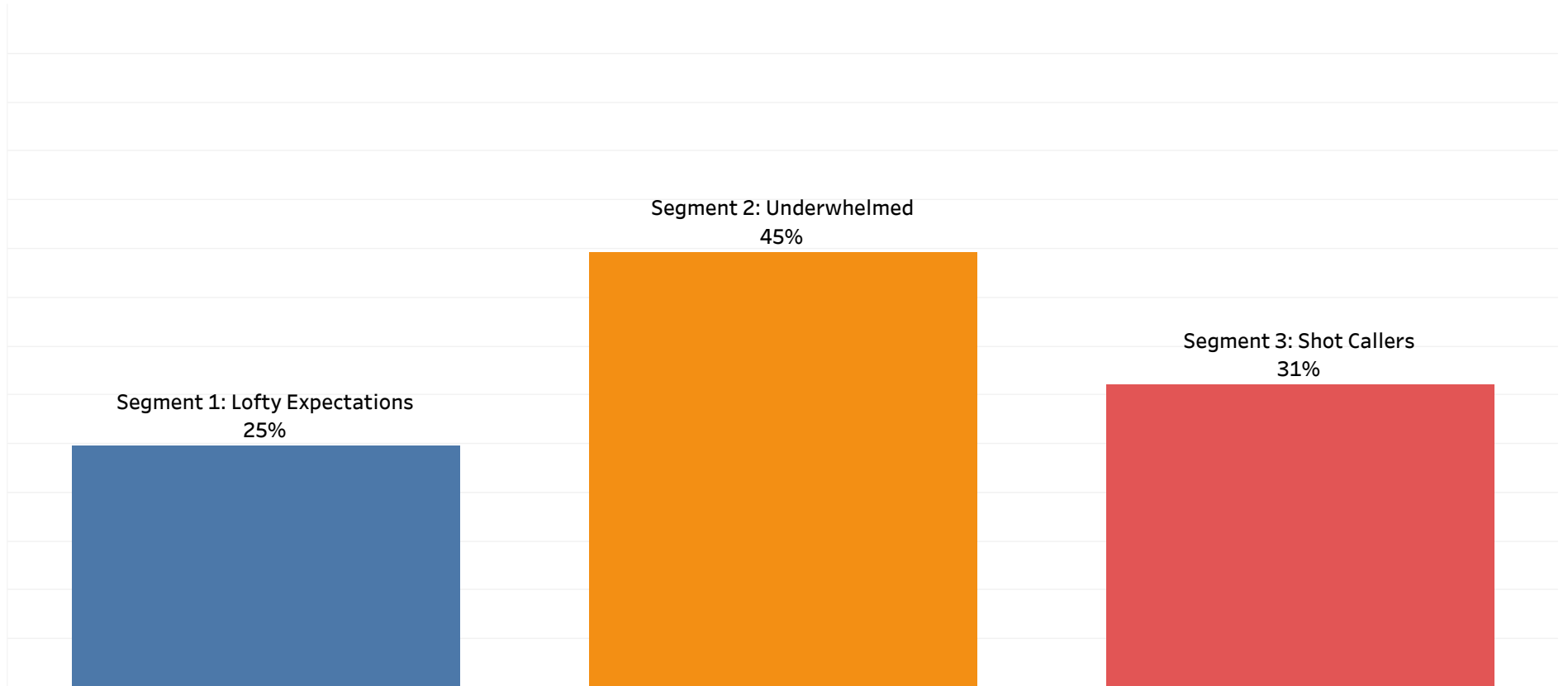


How do you feel about the following statements?

S e.	Segment 2 Intro	Segment 2: Low Expectations	Segment 3 Intro	Segment 3: Shot Callers	Segment Distribution	Non-Differentiating Attitudes	Segment Comparisons Title	Organization Type by Segment	Customer Type by Segment	Role by Segment
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The Underwhelmed segment represents 45% of the respondent group.

Attitudinal Segments



While some attitudes are not responsible for differentiating segments, we can nevertheless see statements with which Lofty Expectations respondents are more likely to disagree.

Average Level of Agreement - Non-Differentiating Attitudes

Lofty Expectations | Underwhelmed | Shot Callers



How do you feel about the following statements?

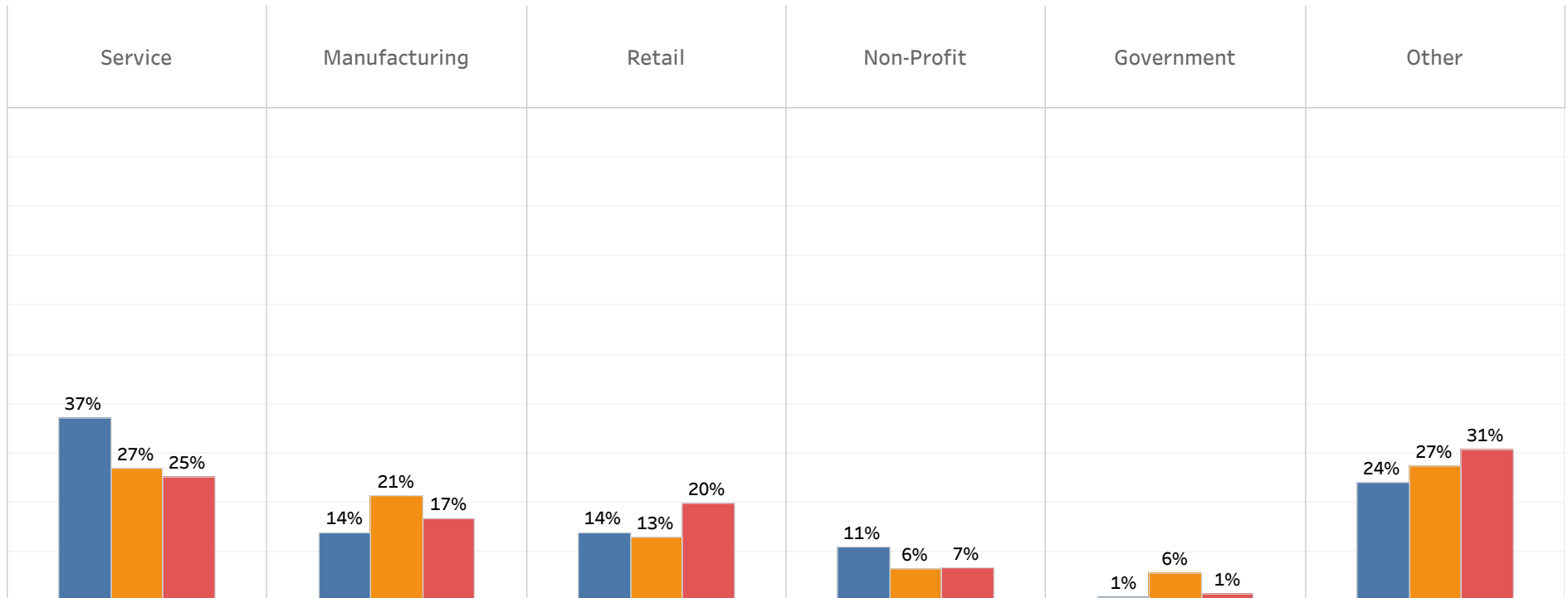
S e. .	Segment 3 Intro	Segment 3: Shot Callers	Segment Distribution	Non-Differentiating Attitudes	Segment Comparisons Title	Organization Type by Segment	Customer Type by Segment	Role by Segment	Revenue by Segment	Budg et by Seg..
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Segment Comparisons

Lofty Expectations respondents appear somewhat more likely to work for organizations offering services.

Organization Type by Segment

Lofty Expectations | Underwhelmed | Shot Callers

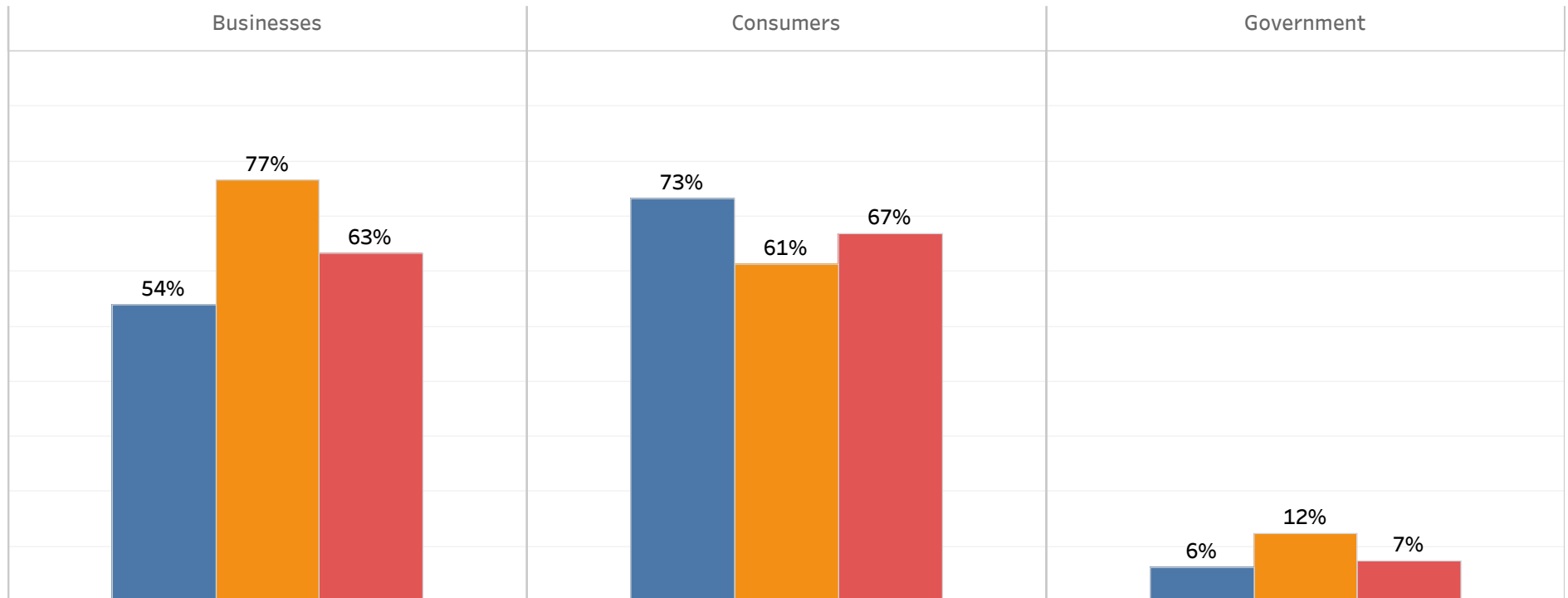


In which type of organization do you work?

Underwhelmed respondents are more likely to say their organizations serve other businesses.

Customer Type by Segment

Lofty Expectations | Underwhelmed | Shot Callers

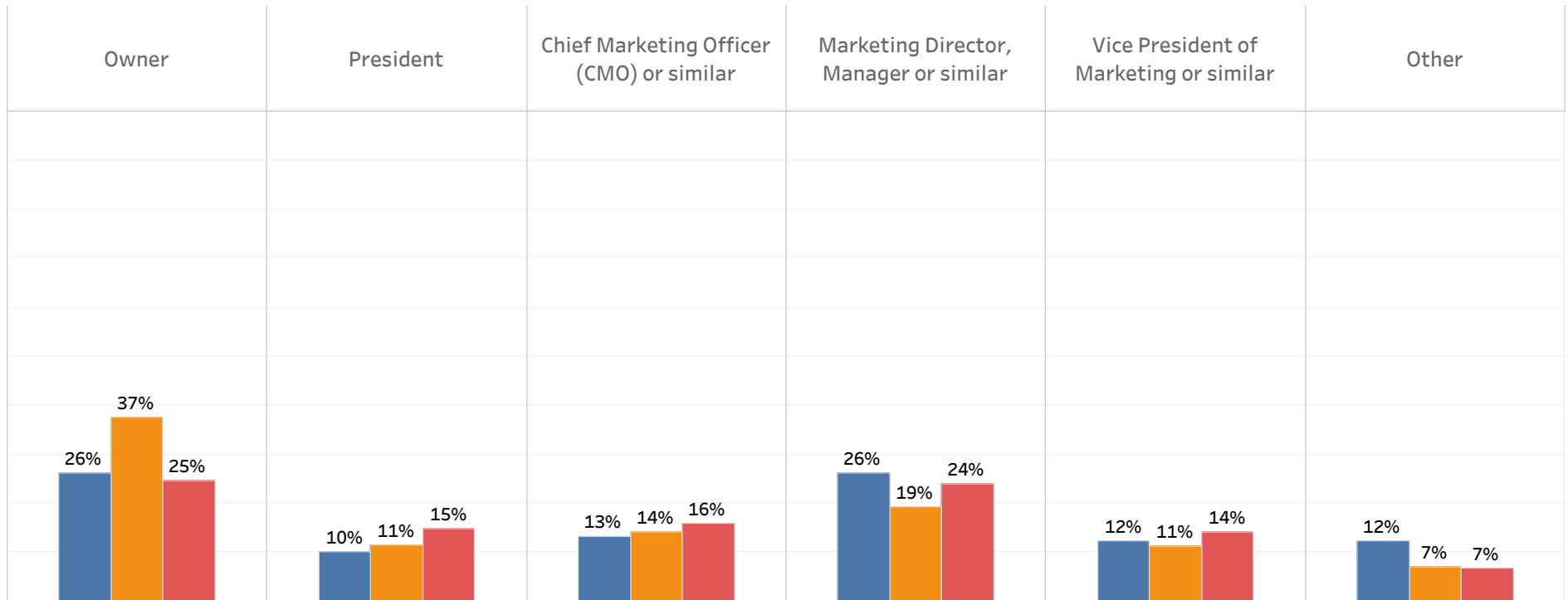


Which of the following best describes your organization's customers? Choose all that apply.

Underwhelmed respondents are more likely to say they are owners.

Role by Segment

Lofty Expectations | Underwhelmed | Shot Callers



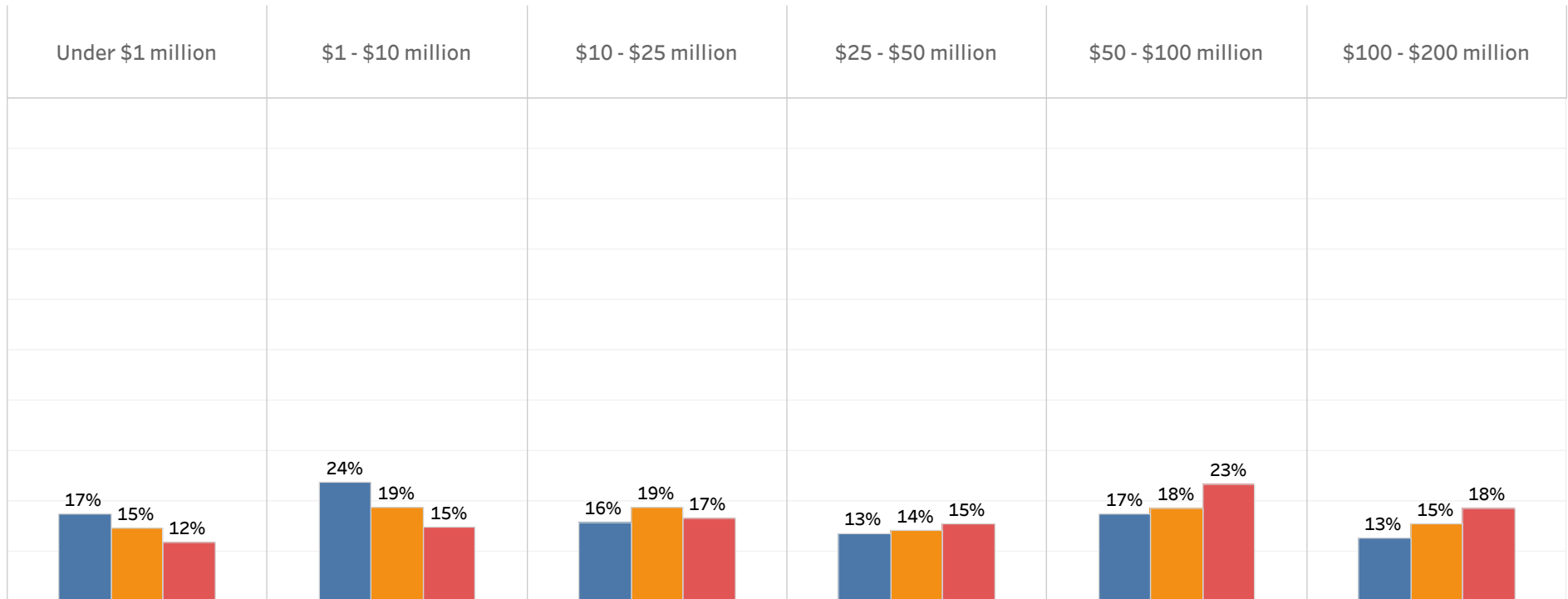
What is your role?

No.	Segment Comparisons Title	Organization Type by Segment	Customer Type by Segment	Role by Segment	Revenue by Segment	Budget by Segment	Gender by Segment	Age by Segment	Worked in an Agency by Segment	Working with ..
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All segments include respondents in each revenue bracket.

% of Segment at Each Revenue Level

Lofty Expectations | Underwhelmed | Shot Callers

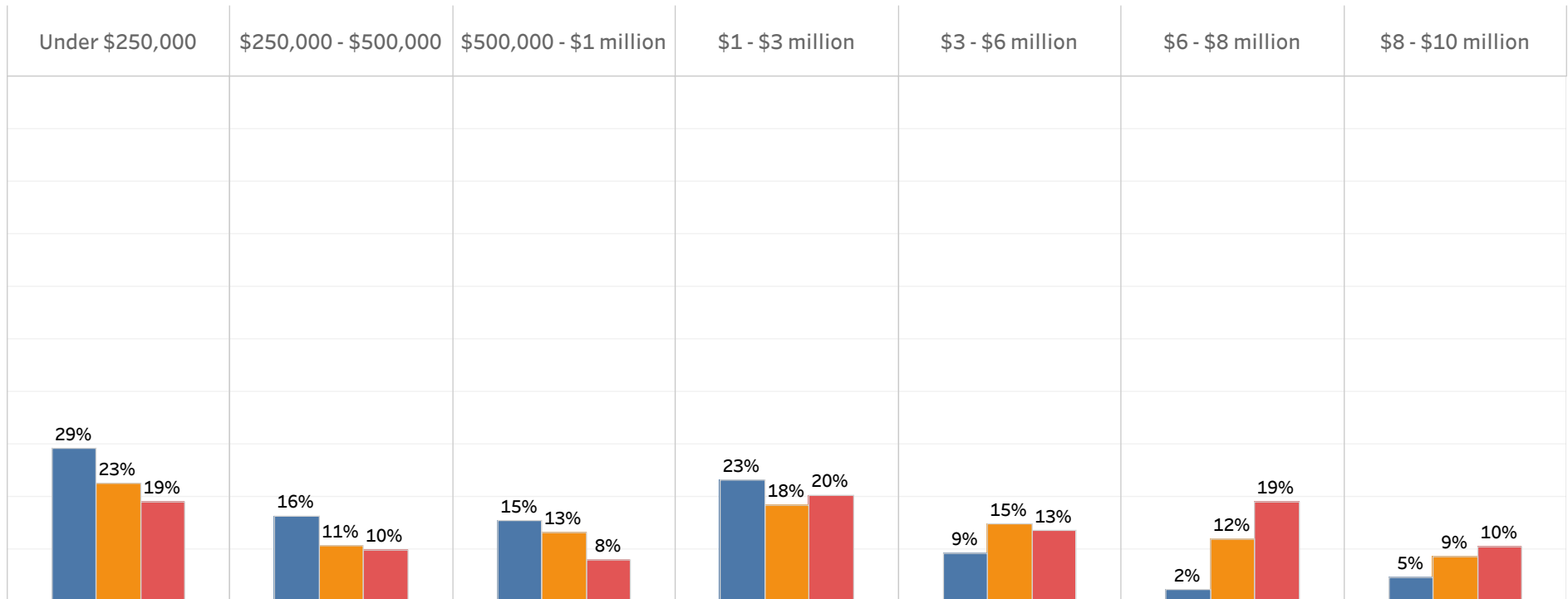


What is your organization's gross annual revenue for this year?

Lofty Expectations clients are slightly more likely than other segments to report an annual marketing budget of under \$1 million.

Marketing Budget by Segment

Lofty Expectations | Underwhelmed | Shot Callers

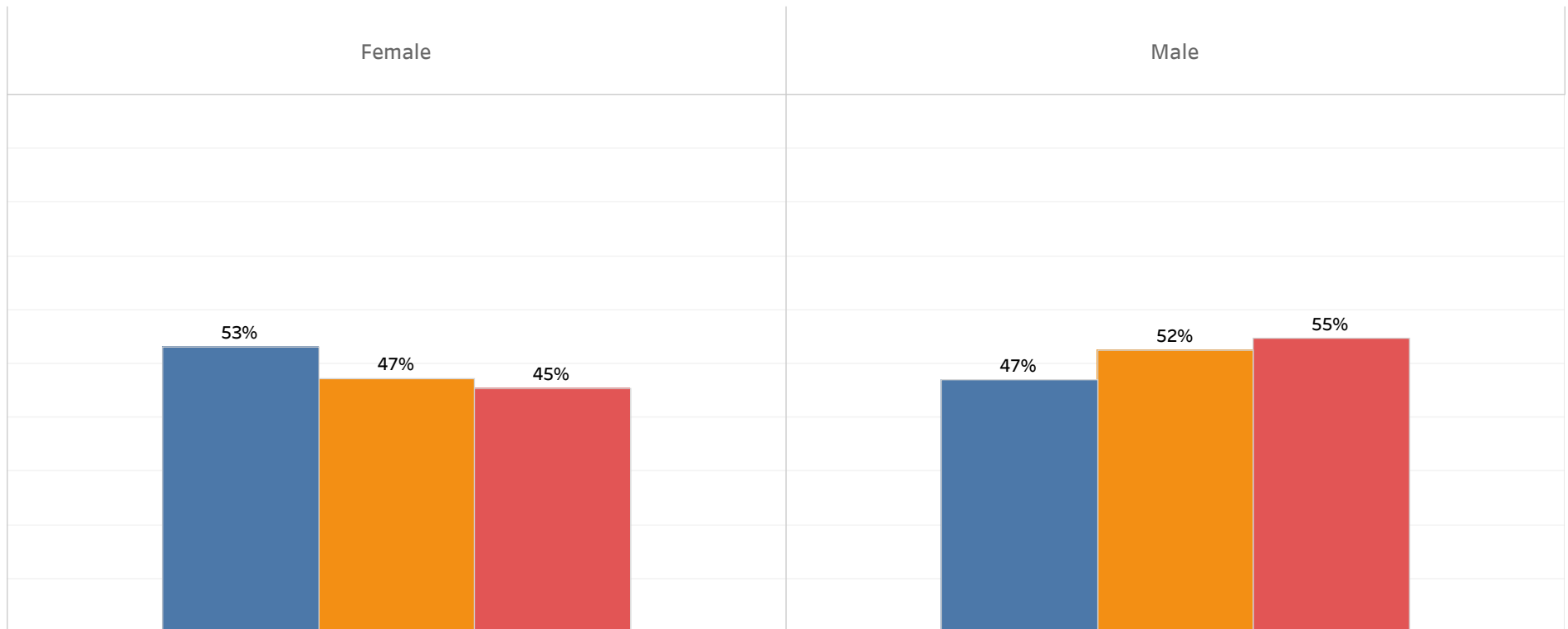


What is your organization's gross annual marketing budget for this year (not including personnel costs)?

There is little difference in gender by segment.

Gender

[Lofty Expectations](#) |
 [Underwhelmed](#) |
 [Shot Callers](#)

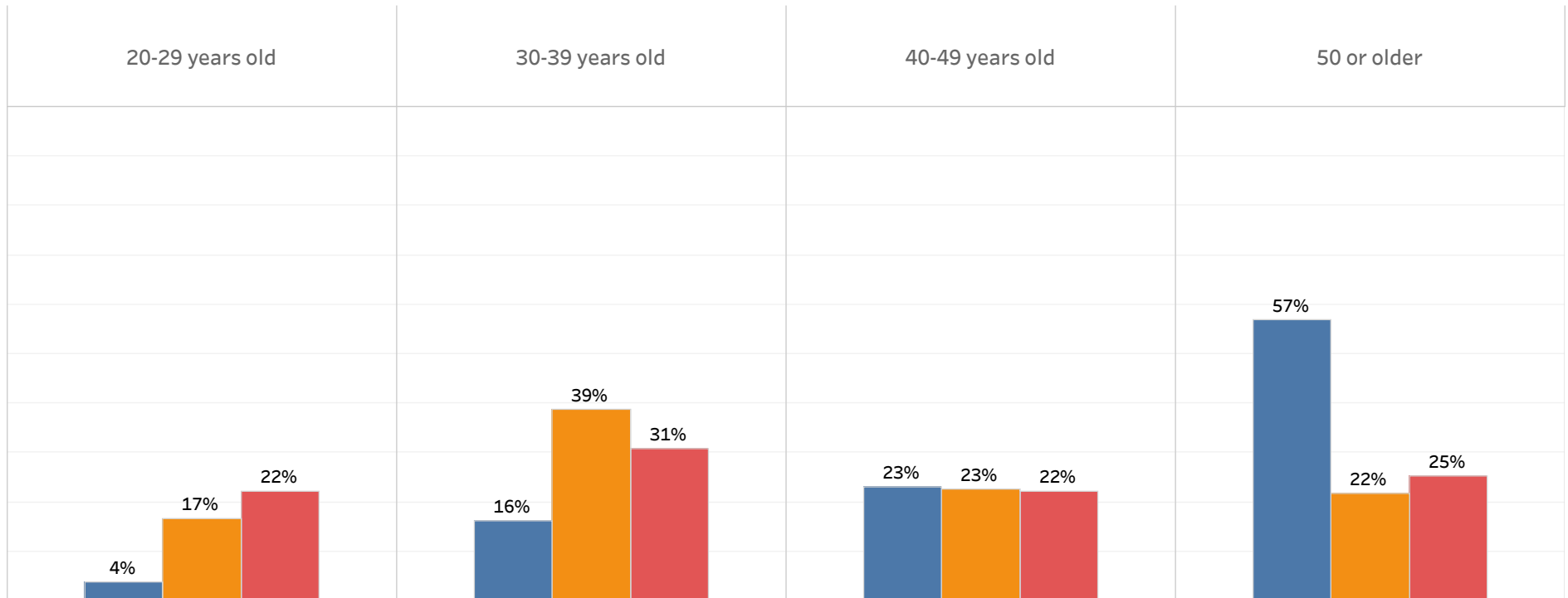


What is your gender?

While we see all segments in all age groups, Lofty Expectations clients are much more likely to be 50 or older, and Underwhelmed clients under 40.

Age

Lofty Expectations | Underwhelmed | Shot Callers



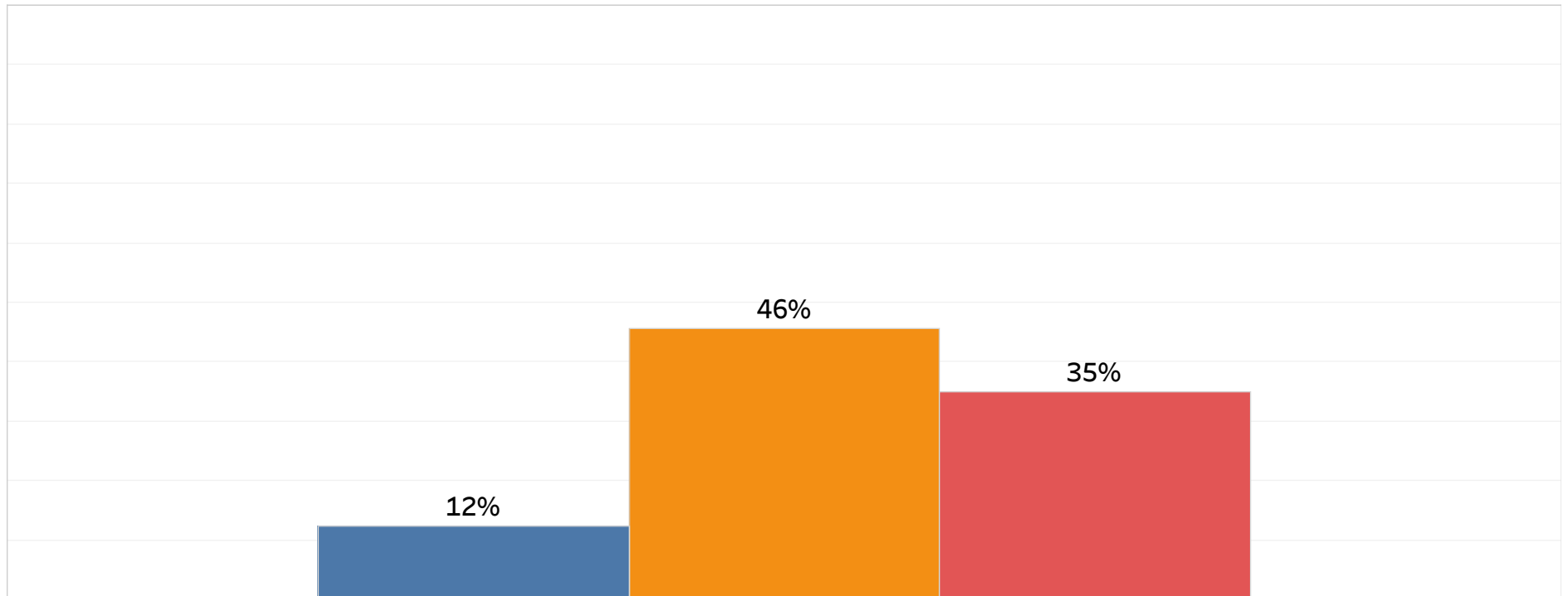
What is your age?

Role	Revenue by Segment	Budget by Segment	Gender by Segment	Age by Segment	Worked in an Agency by Segment	Working with Agencies Title	Agencies by Segment	Agency Relationships by Segment	Experience Working with Agencies	Role with Age..
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Nearly half of Underwhelmed respondents say they have worked in an agency themselves.

Worked in an Agency

[Lofty Expectations](#) | [Underwhelmed](#) | [Shot Callers](#)



Have you ever worked in an agency yourself?

R e. .	Budget by Segment	Gender by Segment	Age by Segment	Worked in an Agency by Segment	Working with Agencies Title	Agencies by Segment	Agency Relationships by Segment	Experience Working with Agencies	Role with Agency by Segment	Who Interact ..
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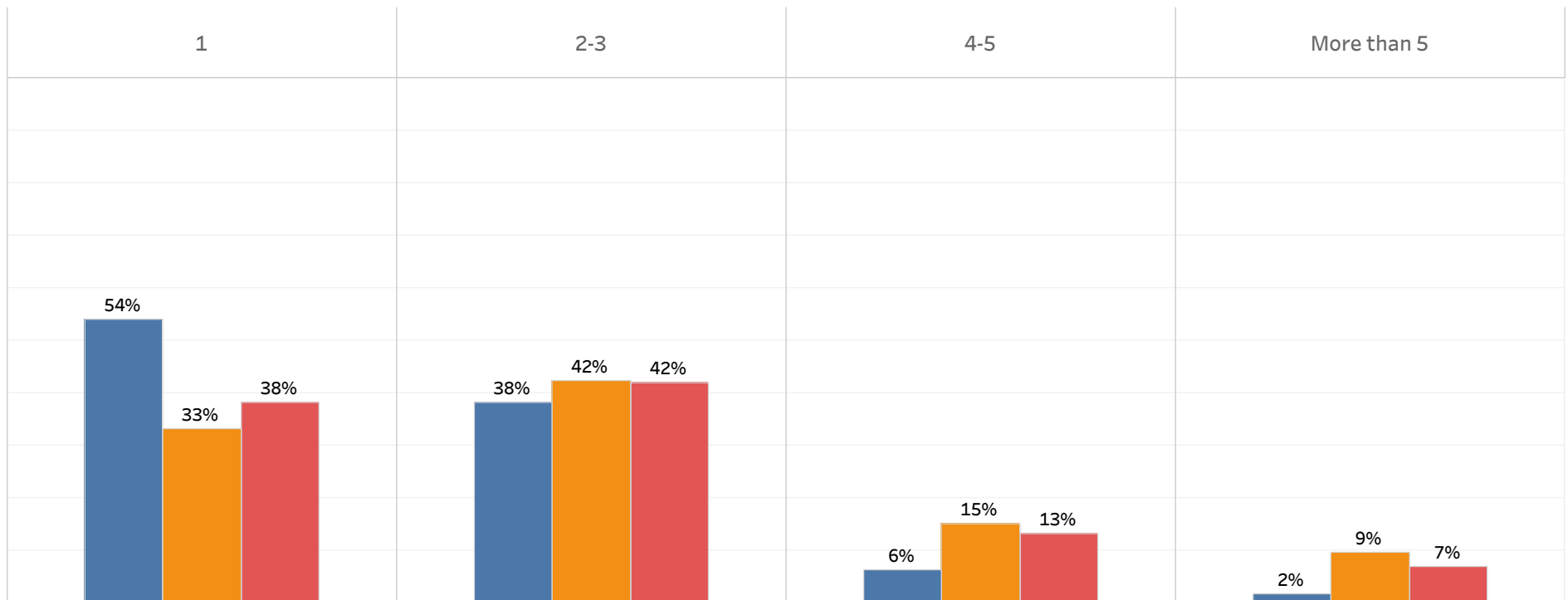
Working with Agencies

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Lofty Expectations clients are more likely to report working with only one agency.

Agencies by Segment

Lofty Expectations | Underwhelmed | Shot Callers

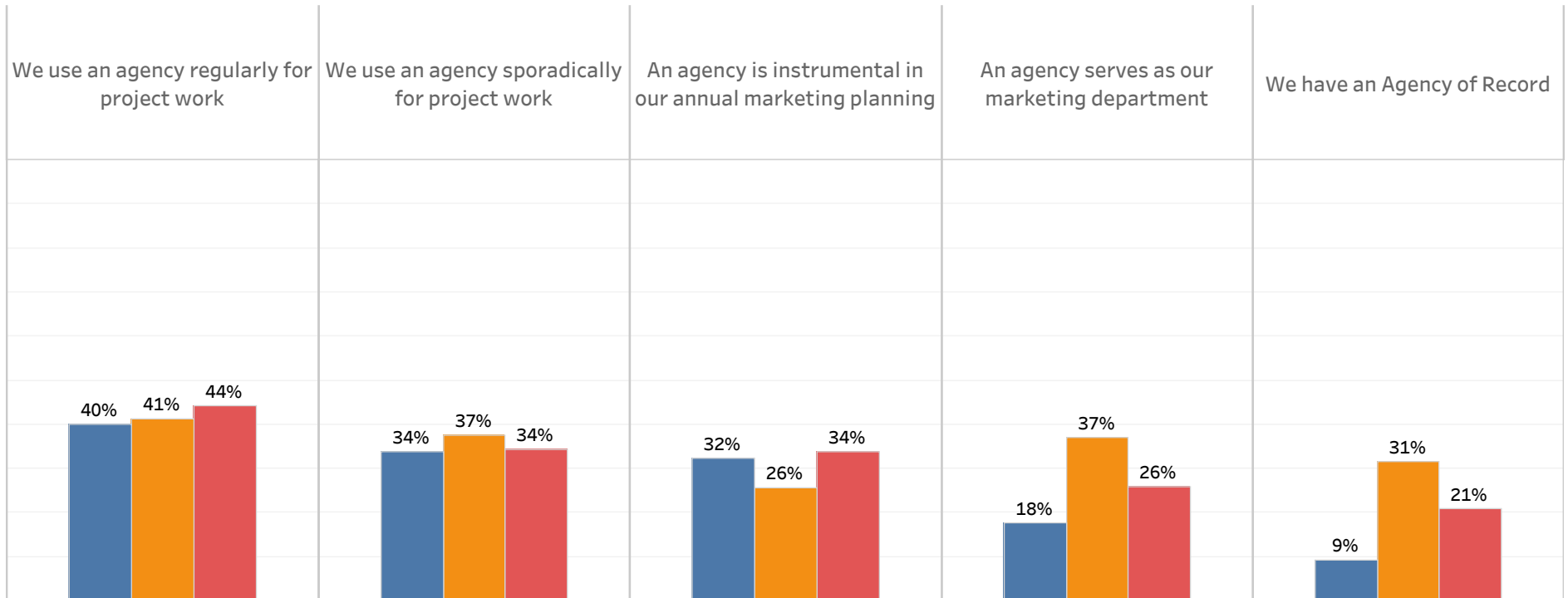


How many advertising or marketing agencies currently work with your organization?

Underwhelmed clients are more likely to say they have an agency of record or that their agency serves as their marketing department.

Agency Relationships by Segment

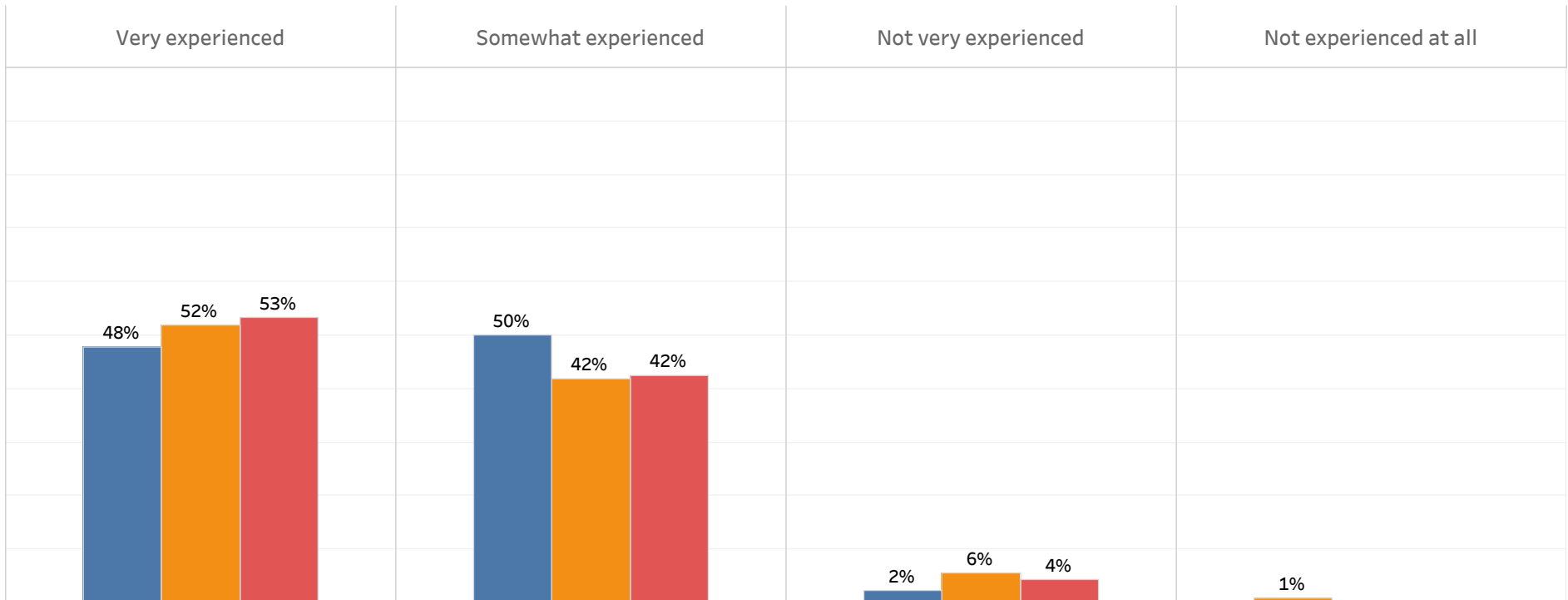
Lofty Expectations | Underwhelmed | Shot Callers



Which best describe the relationship you have with your current marketing/advertising agency or agencies? Choose all that apply.

Respondents say they are fairly experienced with respect to working with agencies.

How Experienced Working with Agencies
[Lofty Expectations](#) | [Underwhelmed](#) | [Shot Callers](#)

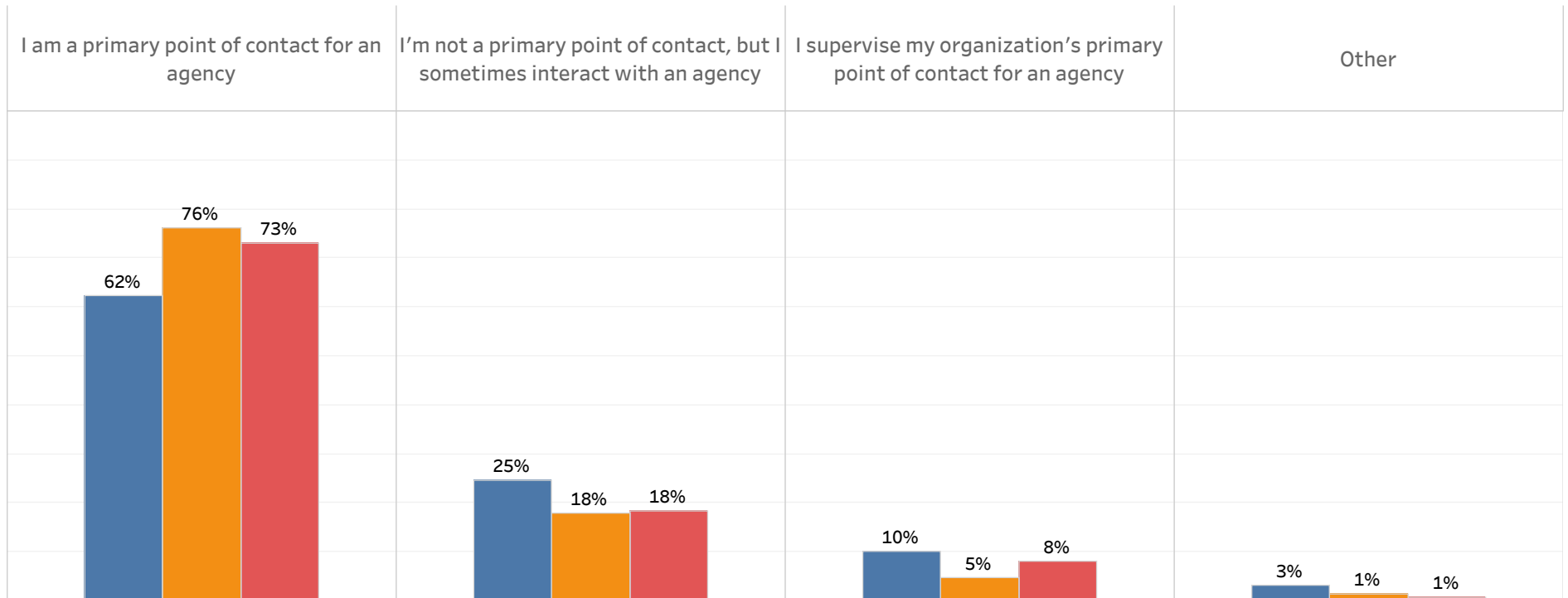


How experienced would you say you are with regard to working with marketing or advertising agencies?

Lofty Expectations respondents are slightly less likely to report being the primary point of contact for agencies, although the majority are nevertheless.

Role with Agency by Segment

[Lofty Expectations](#) | [Underwhelmed](#) | [Shot Callers](#)



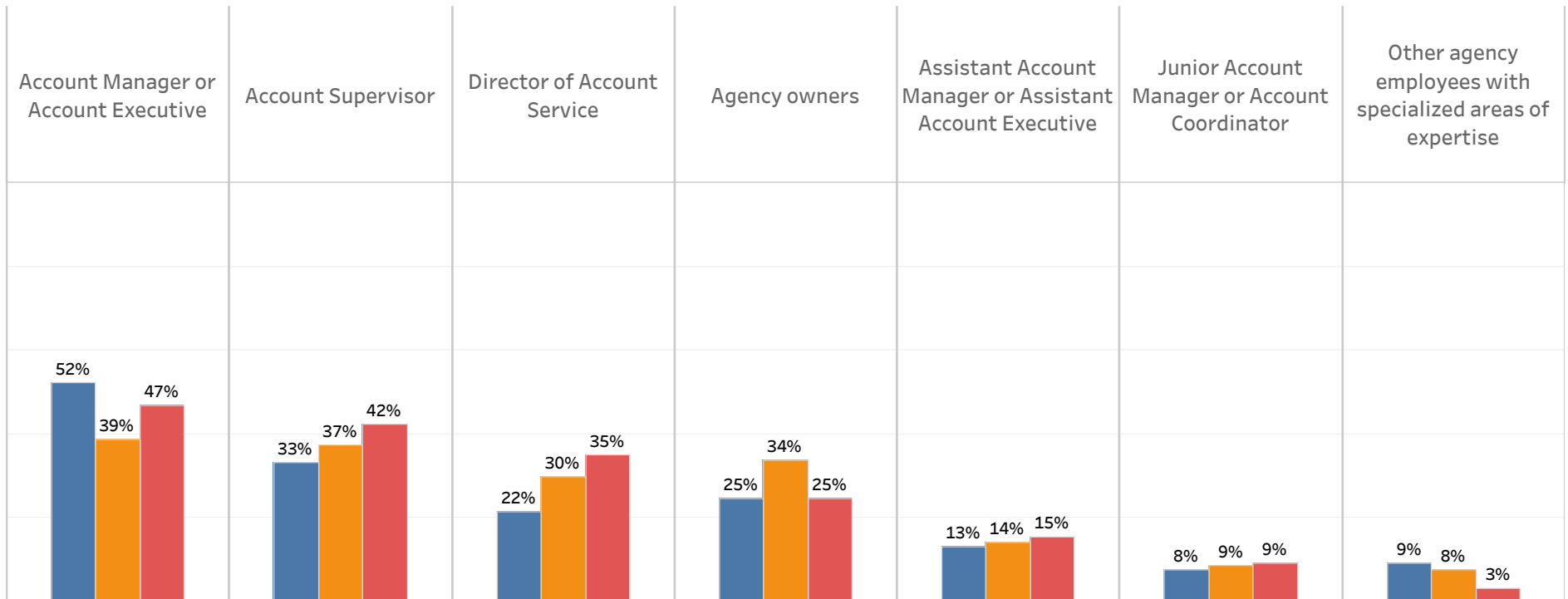
How would you describe your role with regard to marketing or advertising agencies that work with your organization?

W or ..	Agencies by Segment	Agency Relationships by Segment	Experience Working with Agencies	Role with Agency by Segment	Who Interact With by Segment	Who Agency Interacts With by Segment	How Long Worked with Agency Contact by Segment	Understanding Agency Contact Responsibilities	How Often They Interact by Segment	Oppo rtuni ties..
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While Lofty Expectations clients are more likely to interact with an AE, Underwhelmed clients are just as likely to interact with the agency owner.

Who Interact With by Segment

Lofty Expectations | Underwhelmed | Shot Callers



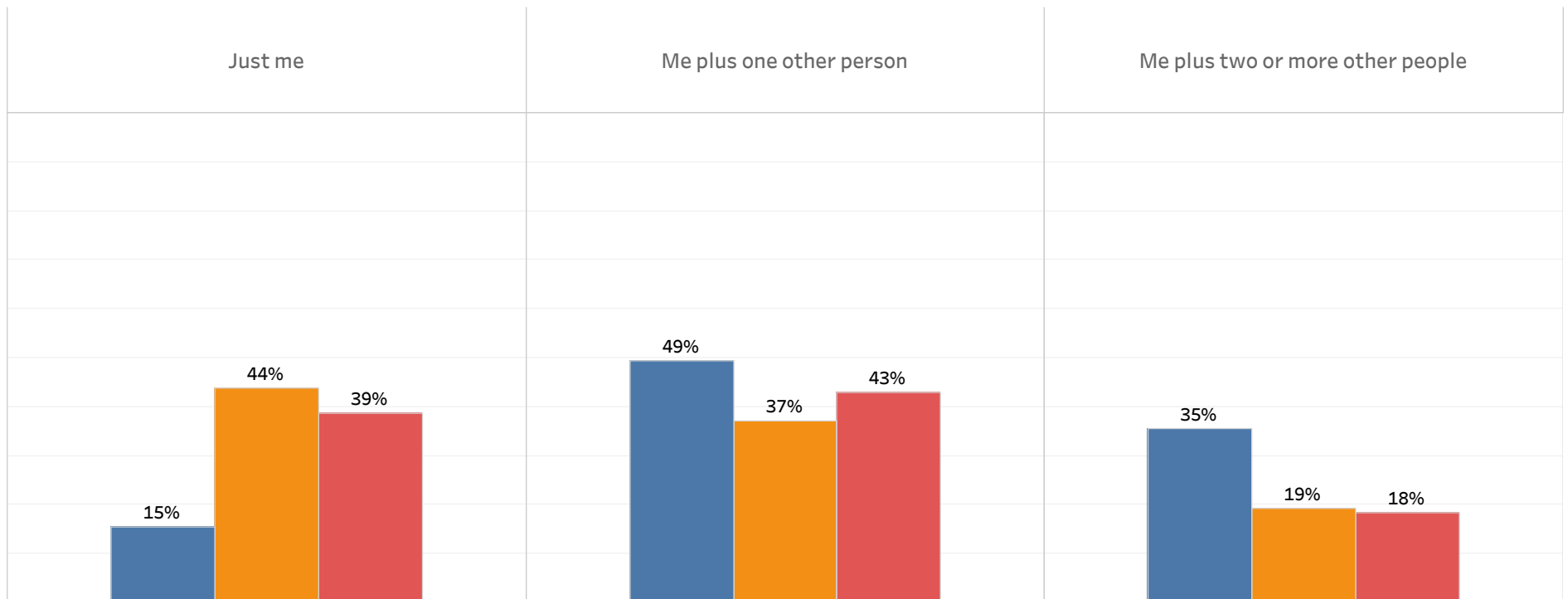
Who do you typically work with when interacting with your marketing or advertising agencies? Choose all that apply.

A g.	Agency Relationships by Segment	Experience Working with Agencies	Role with Agency by Segment	Who Interact With by Segment	Who Agency Interacts With by Segment	How Long Worked with Agency Contact by Segment	Understanding Agency Contact Responsibilities	How Often They Interact by Segment	Opportunities to Interact with Agency by Segment	How Prefe r to ..
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Lofty Expectations respondents are least likely to say they're the agency's only regular point of contact in their organization.

How Many People Agency Interacts With by Segment

Lofty Expectations | Underwhelmed | Shot Callers



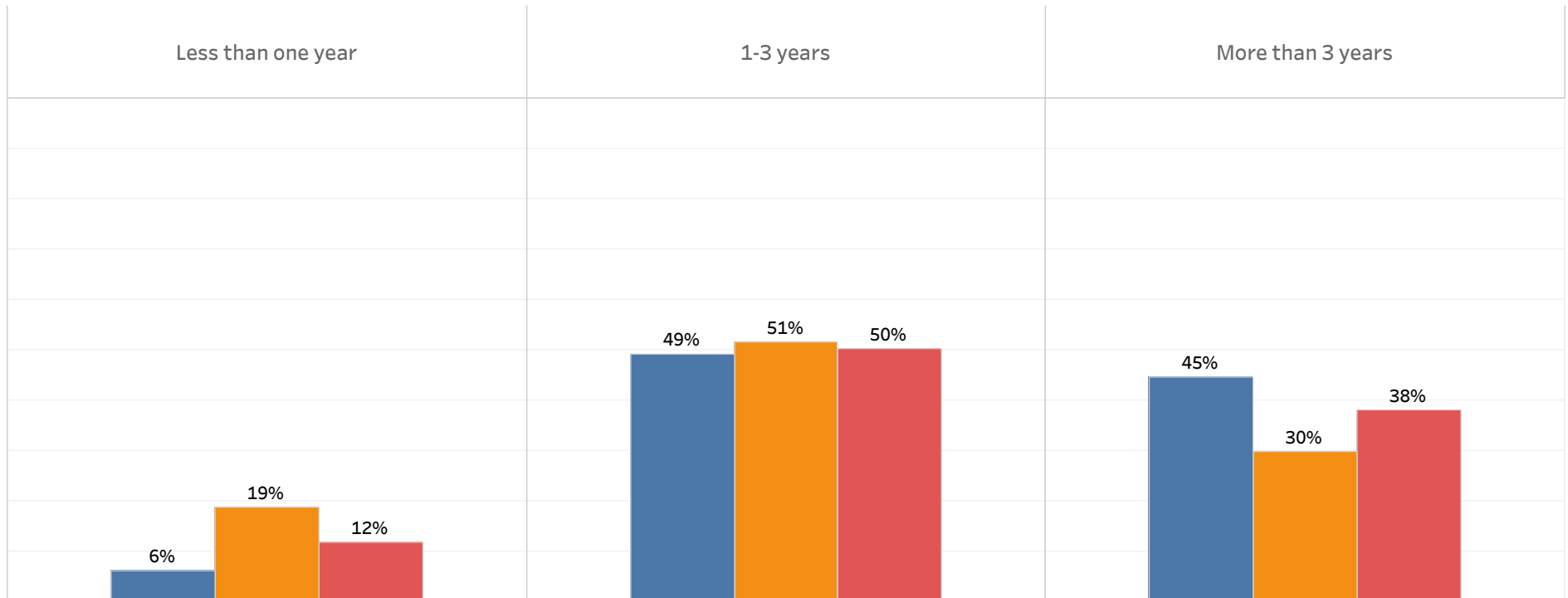
With how many people in YOUR organization does your primary agency account manager regularly interact?

A	Experience Working with Agencies	Role with Agency by Segment	Who Interact With by Segment	Who Agency Interacts With by Segment	How Long Worked with Agency Contact by Segment	Understanding Agency Contact Responsibilities	How Often They Interact by Segment	Opportunities to Interact with Agency by Segment	How Prefer to Interact by Segment	How Feel after...
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Underwhelmed respondents are the least likely to say they've worked with their primary AE for more than 3 years.

How Long Worked with Contact by Segment

Lofty Expectations | Underwhelmed | Shot Callers



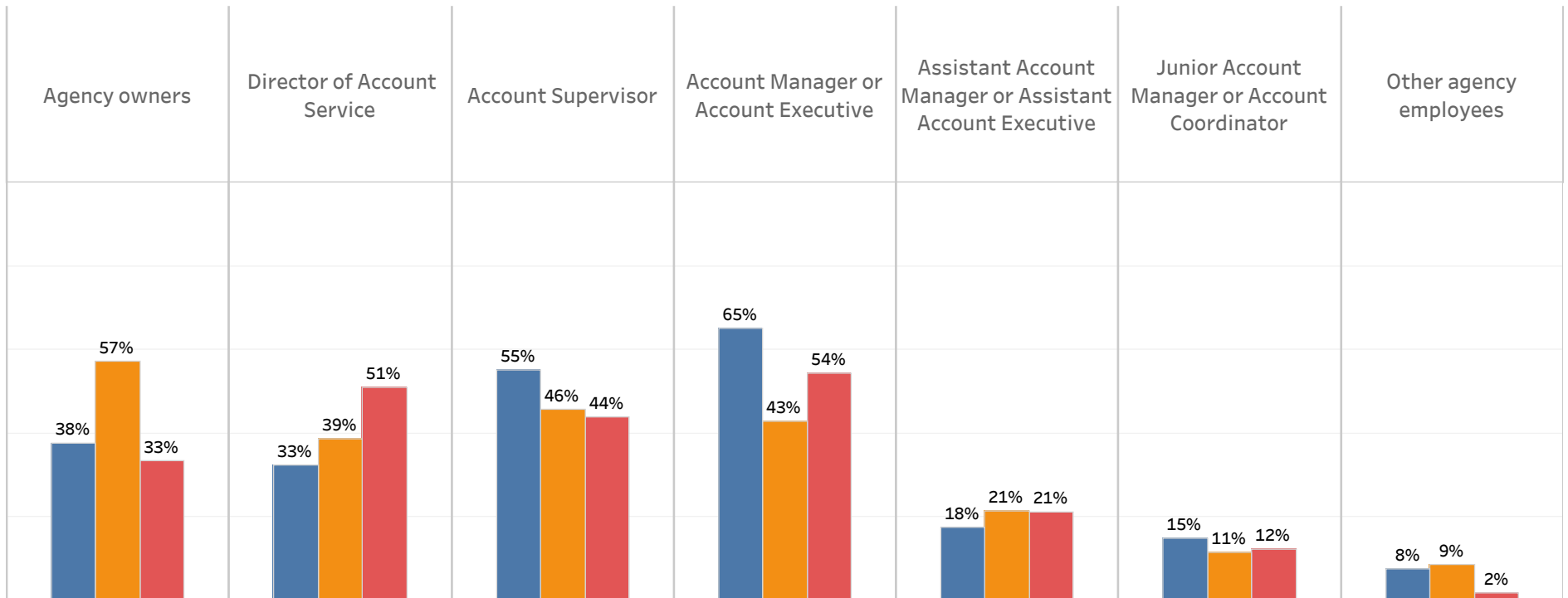
How long have you worked with your primary agency account manager or point of contact?

E	Role with Agency by Segment	Who Interact With by Segment	Who Agency Interacts With by Segment	How Long Worked with Agency Contact by Segment	Understanding Agency Contact Responsibilities	How Often They Interact by Segment	Opportunities to Interact with Agency by Segment	How Prefer to Interact by Segment	How Feel after Interaction with AE	How Quickl...
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Underwhelmed clients feel that they understand the responsibilities of the agency owner better than they do the AE or AD.

Percent Understanding Contact Responsibilities Well by Segment

Lofty Expectations | Underwhelmed | Shot Callers

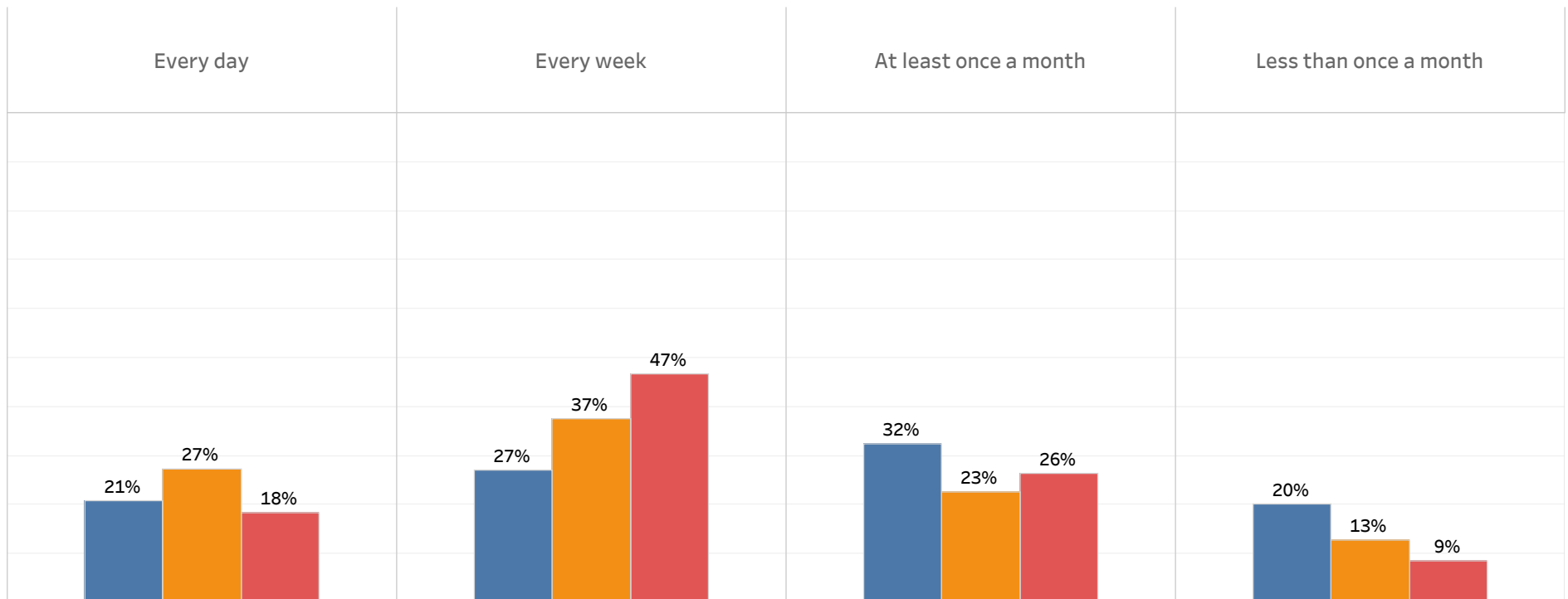


How well do you understand the different responsibilities of the various agency contacts with whom you interact?

Lofty Expectations clients are slightly less likely to say they interact with their agencies every week.

Interaction by Segment

[Lofty Expectations](#) | [Underwhelmed](#) | [Shot Callers](#)

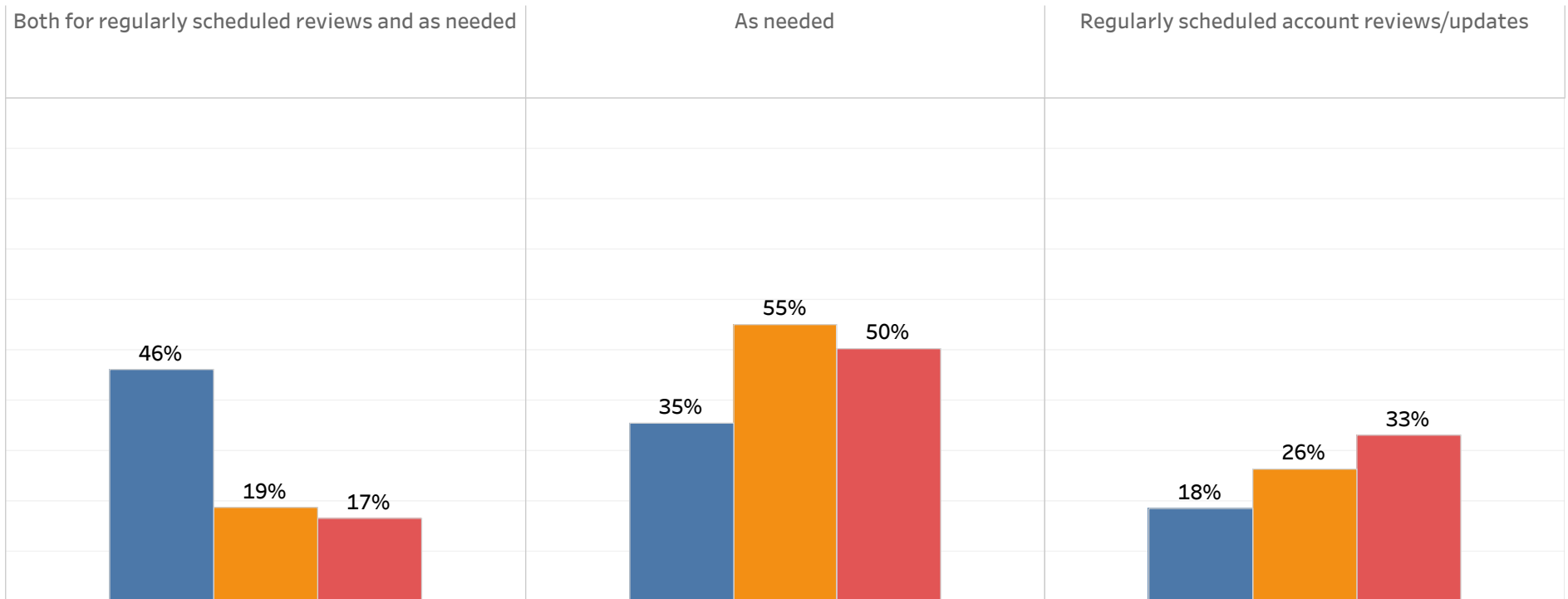


How often do you personally interact with an account executive, account manager or another primary point of contact at marketing or advertising agencies working with your organization?

Lofty Expectations clients are much more likely to say they can interact with their agency as needed in addition to regularly scheduled reviews.

Opportunities to Interact with Agency by Segment

[Lofty Expectations](#) | [Underwhelmed](#) | [Shot Callers](#)



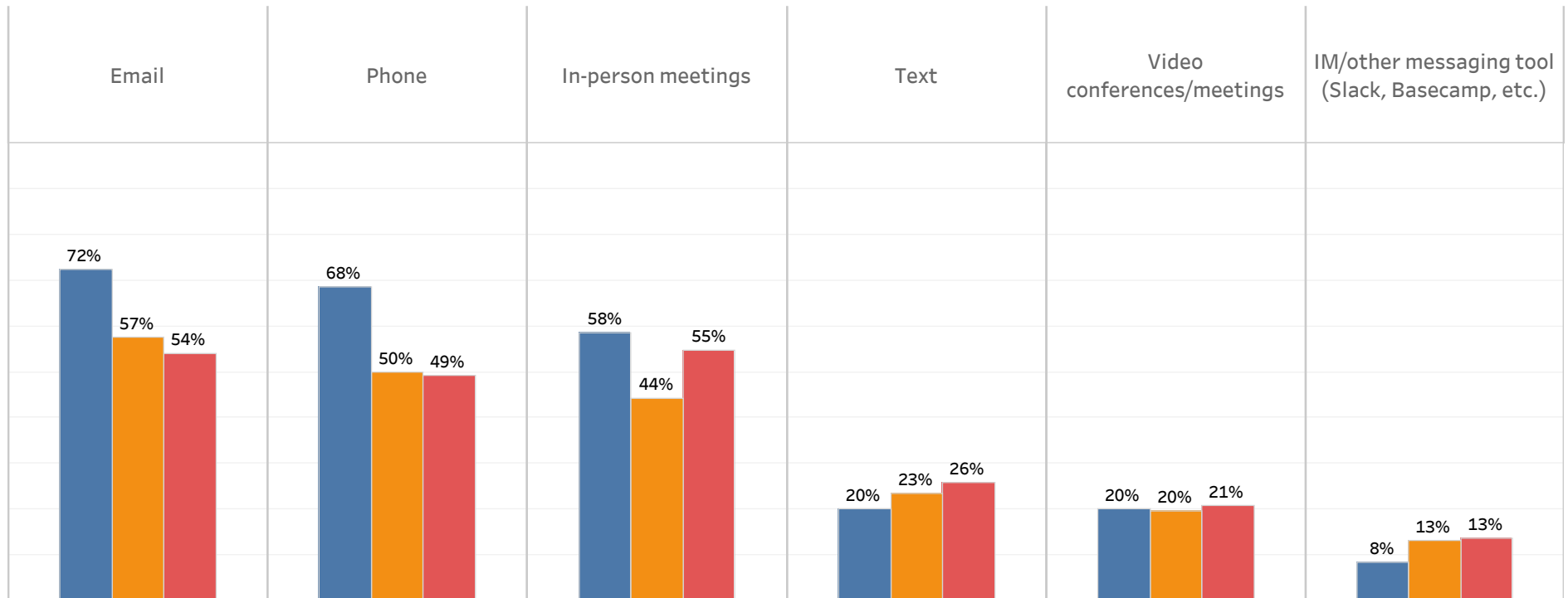
Which of the following opportunities do you have to interact in person with your agency personnel?

Wh...	How Long Worked with Agency Contact by Segment	Understanding Agency Contact Responsibilities	How Often They Interact by Segment	Opportunities to Interact with Agency by Segment	How Prefer to Interact by Segment	How Feel after Interaction with AE	How Quickly Expect Response by Segment	How Quickly Agency Responds Now	Expectations Title	Important AE ..
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Lofty Expectations are more likely to say they prefer to interact using all three primary methods.

How Prefer to Interact by Segment

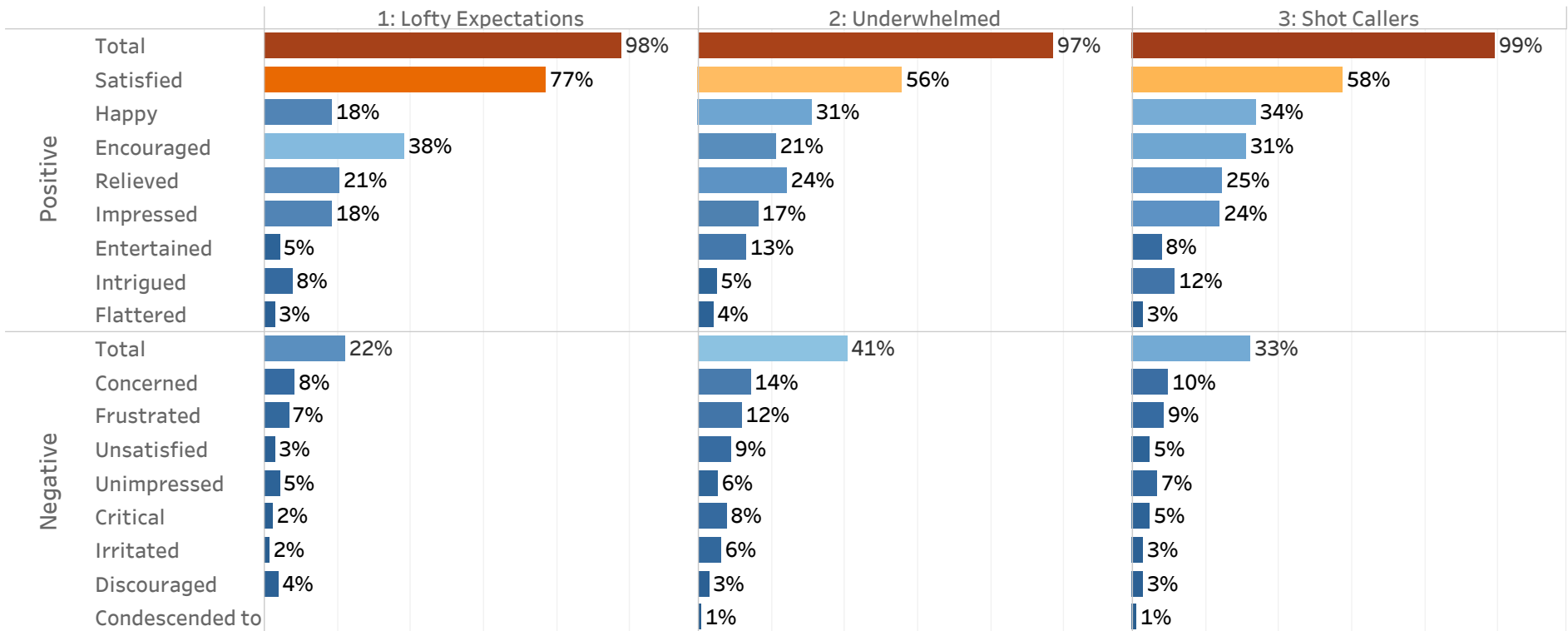
Lofty Expectations | Underwhelmed | Shot Callers



How do you prefer to interact with your agency Account Executive or primary contact? Choose all that apply.

Lofty Expectations respondents are much more likely to report feeling satisfied after an interaction, and less likely to report negative feelings.

How Feel After Interaction by Segment



Which best describe how you usually feel after a typical interaction with your agency Account Executive or main point of contact? Choose all that apply.

Lofty Expectations respondents are more likely to expect a response within an hour for urgent issues. Underwhelmed respondents are more likely to expect this for non-urgent issues.

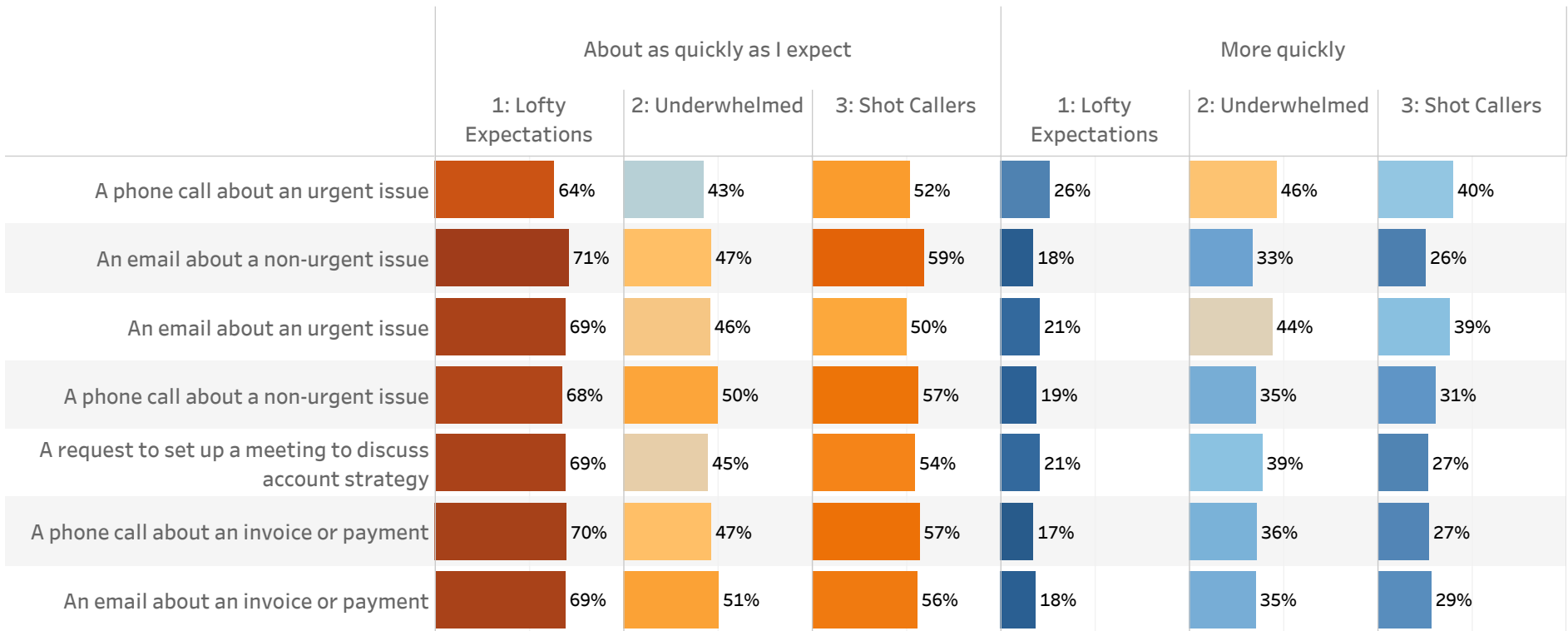
How Quickly Expect Response by Segment

	Immediately			Within an hour		
	1: Lofty Expectations	2: Underwhelmed	3: Shot Callers	1: Lofty Expectations	2: Underwhelmed	3: Shot Callers
A phone call about an urgent issue	38%	40%	35%	35%	21%	23%
An email about an urgent issue	22%	20%	25%	45%	33%	33%
A phone call about a non-urgent issue	4%	13%	9%	5%	16%	17%
An email about a non-urgent issue	2%	11%	6%	5%	17%	20%
A phone call about an invoice or payment	5%	14%	11%	8%	17%	17%
An email about an invoice or payment	3%	14%	10%	7%	16%	20%
A request to set up a meeting to discuss account strategy	5%	14%	12%	8%	14%	17%

How quickly do you expect an agency account manager to respond to the following from you?

Most respondents seem to be satisfied with the response time of their current agency AE.

How Quickly Responding Now by Segment



How quickly is your CURRENT agency account manager typically responding to these?

O p. .	How Prefer to Interact by Segment	How Feel after Interaction with AE	How Quickly Expect Response by Segment	How Quickly Agency Responds Now	Expectations Title	Important AE Characteristics	Top 5 Characteristics by Segment	Important Characteristics by Gender	Important Characteristics by Age Group	Prefer red AE ..
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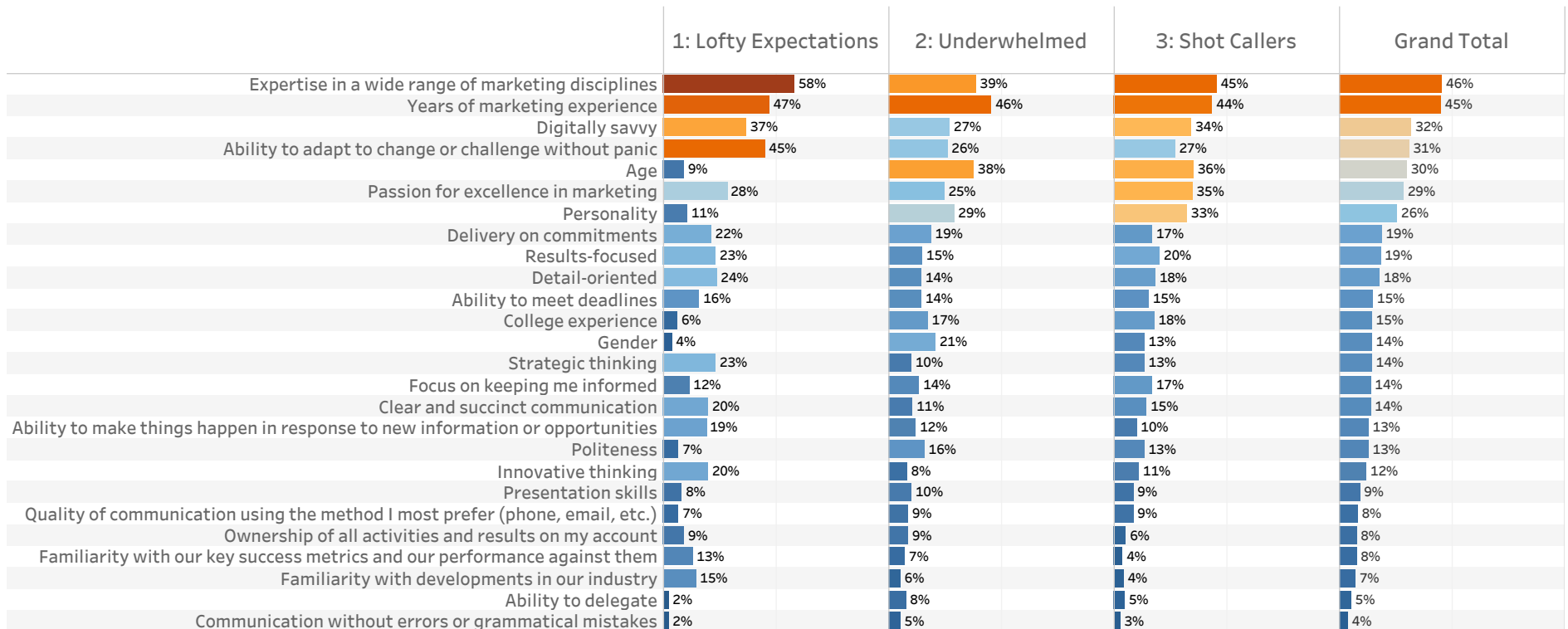
Expectations and Dreams

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How Feel after Interaction with AE	How Quickly Expect Response by Segment	How Quickly Agency Responds Now	Expectations Title	Important AE Characteristics	Top 5 Characteristics by Segment	Important Characteristics by Gender	Important Characteristics by Age Group	Preferred AE Gender by Respondent Gender	Preferred AE ..
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Lofty Expectations clients are much more likely to prioritize a wide range of marketing expertise, ability to adapt without panic, and strategic, innovative thinking. They are less likely to prioritize age, personality or gender.

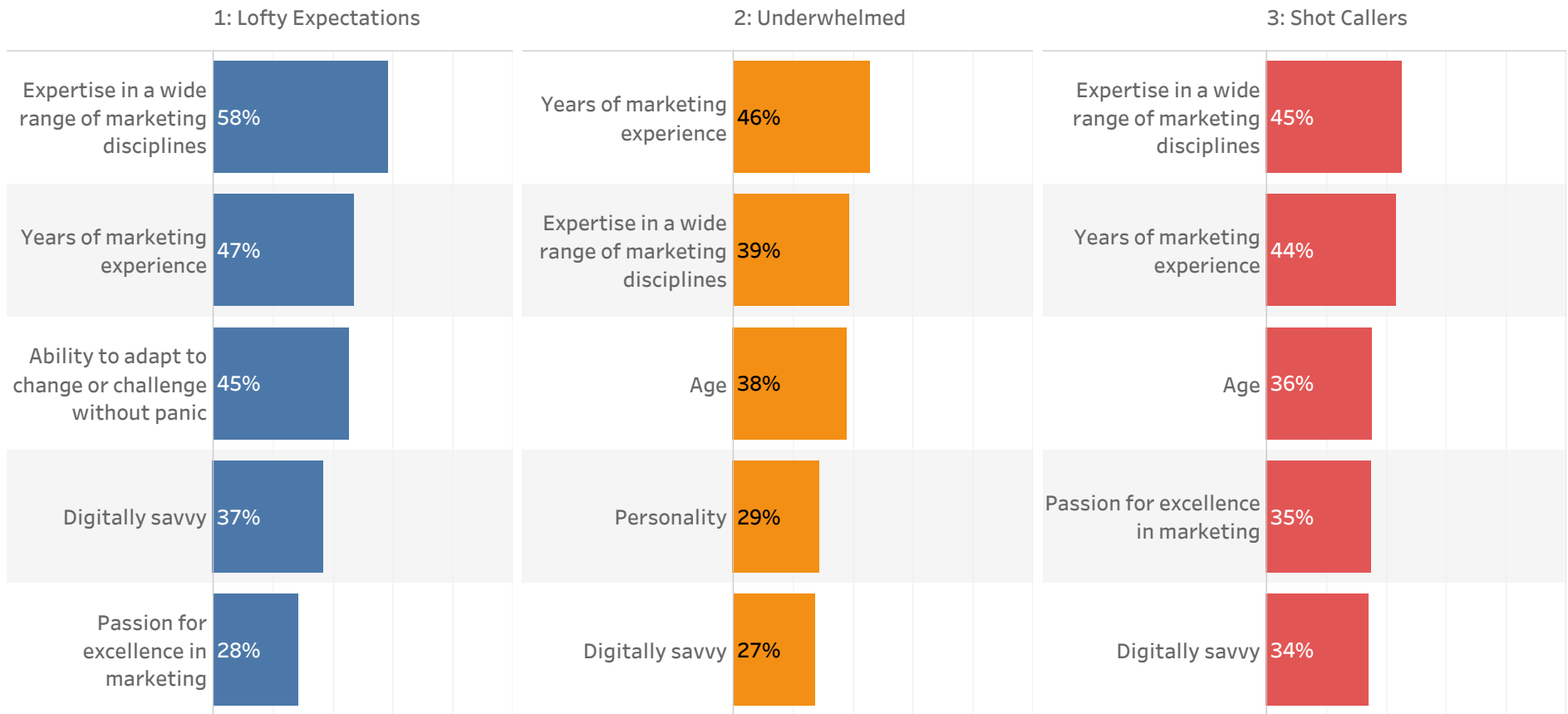
Most Important AE Characteristics



Which do you consider the most important characteristics of an agency account manager? Choose your top 5.

H o.	How Quickly Expect Response by Segment	How Quickly Agency Responds Now	Expectations Title	Important AE Characteristics	Top 5 Characteristics by Segment	Important Characteristics by Gender	Important Characteristics by Age Group	Preferred AE Gender by Respondent Gender	Preferred AE Age by Respondent Age	Preferred Age..
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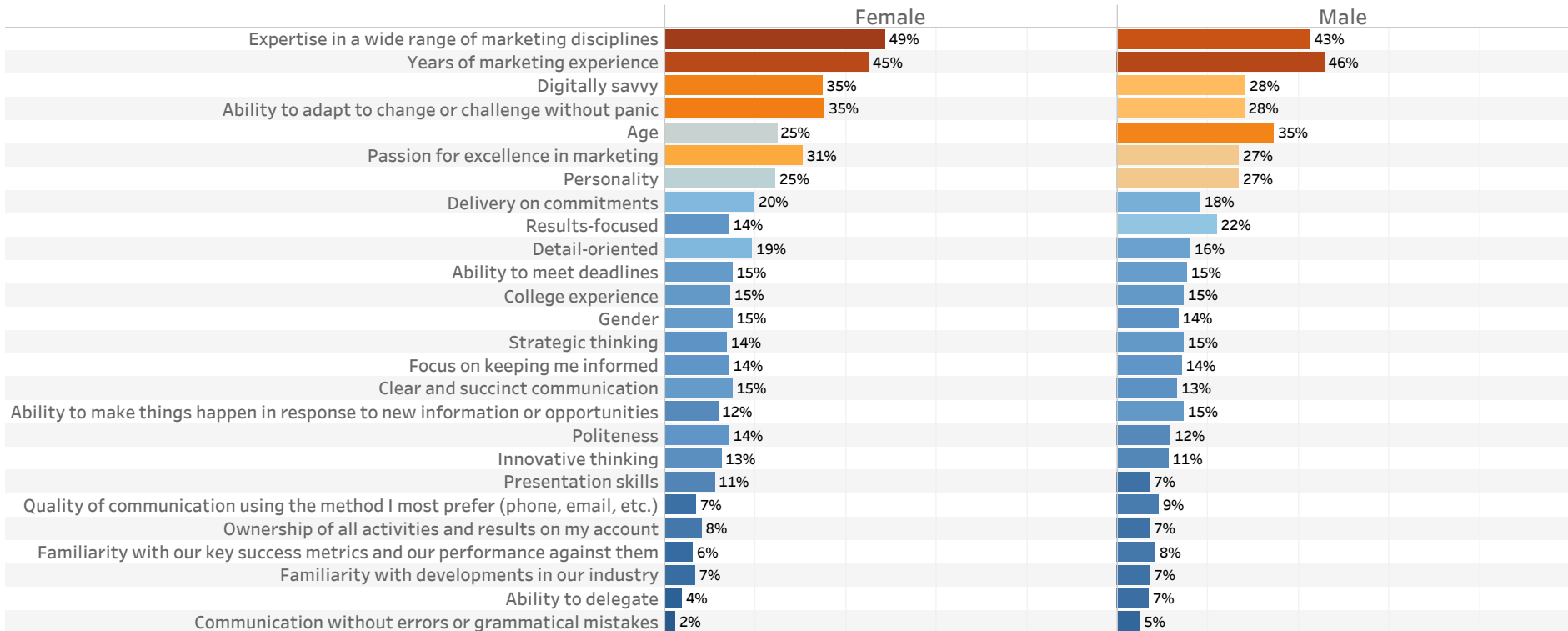
Lofty Expectations respondents are more likely to prioritize "ability to adapt to change or challenge without panic" in their top five characteristics for an AE.



How Quickly Agency Responds Now	Expectations Title	Important AE Characteristics	Top 5 Characteristics by Segment	Important Characteristics by Gender	Important Characteristics by Age Group	Preferred AE Gender by Respondent Gender	Preferred AE Age by Respondent Age	Preferred Agency Type by Segment	Transparency
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There is little difference between women and men with respect to the characteristics of an AE that they prioritize.

Most Important AE Characteristics by Gender



Which do you consider the most important characteristics of an agency account manager? Choose your top 5.

H o.	Expectations Title	Important AE Characteristics	Top 5 Characteristics by Segment	Important Characteristics by Gender	Important Characteristics by Age Group	Preferred AE Gender by Respondent Gender	Preferred AE Age by Respondent Age	Preferred Agency Type by Segment	Transparency with Agencies by Segment	Form al Fe edb..
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Younger respondents are much more likely to prioritize the age of their AE. Older respondents prioritize experience, passion and being results-focused.

Most Important AE Characteristics by Age

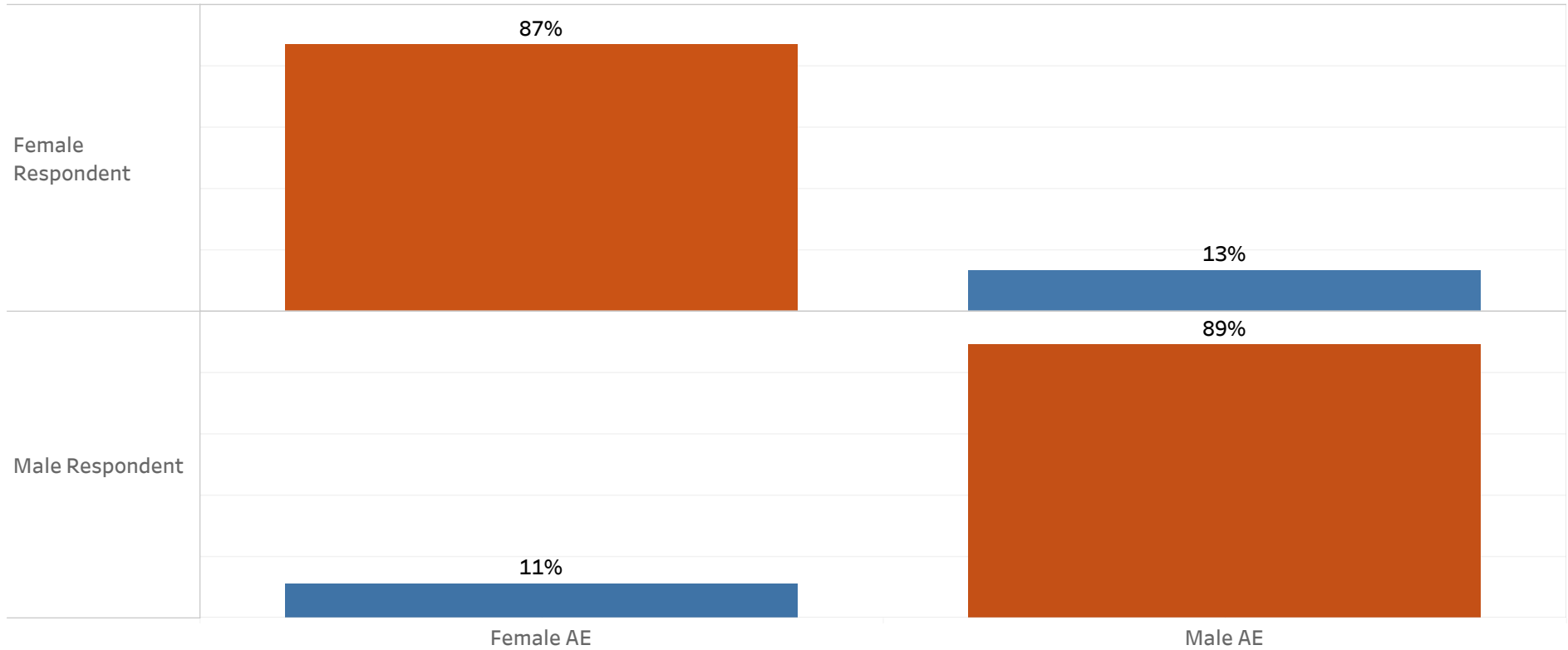
	Under 30	30-39	40-49	50-59	60 or older
Expertise in a wide range of marketing disciplines	32%	39%	55%	57%	44%
Years of marketing experience	47%	43%	45%	44%	51%
Digitally savvy	28%	31%	31%	32%	38%
Ability to adapt to change or challenge without panic	26%	30%	34%	37%	27%
Age	54%	36%	25%	18%	13%
Passion for excellence in marketing	17%	28%	29%	31%	43%
Personality	32%	28%	29%	17%	17%
Delivery on commitments	12%	15%	23%	23%	24%
Results-focused	16%	14%	14%	20%	40%
Detail-oriented	15%	17%	18%	21%	19%
Ability to meet deadlines	14%	11%	16%	19%	19%
College experience	26%	20%	13%	6%	5%
Gender	27%	22%	8%	6%	5%
Strategic thinking	12%	9%	17%	17%	21%
Focus on keeping me informed	15%	13%	13%	19%	11%
Clear and succinct communication	12%	14%	8%	21%	16%
Ability to make things happen in response to new information or opportunities	11%	6%	23%	17%	10%
Politeness	22%	10%	17%	8%	10%
Innovative thinking	5%	14%	11%	14%	16%
Presentation skills	9%	10%	9%	6%	13%
Quality of communication using the method I most prefer (phone, email, etc.)	6%	7%	9%	10%	10%
Ownership of all activities and results on my account	9%	8%	5%	11%	8%
Familiarity with our key success metrics and our performance against them	2%	7%	8%	12%	8%
Familiarity with developments in our industry	6%	2%	5%	10%	22%
Ability to delegate	5%	7%	7%	5%	2%
Communication without errors or grammatical mistakes	2%	5%	4%	5%	

Which do you consider the most important characteristics of an agency account manager? Choose your top 5.

Ex.	Important AE Characteristics	Top 5 Characteristics by Segment	Important Characteristics by Gender	Important Characteristics by Age Group	Preferred AE Gender by Respondent Gender	Preferred AE Age by Respondent Age	Preferred Agency Type by Segment	Transparency with Agencies by Segment	Formal Feedback of AE by Segment	Would Like to..
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Those who say gender is important overwhelmingly prefer an AE of their own gender.

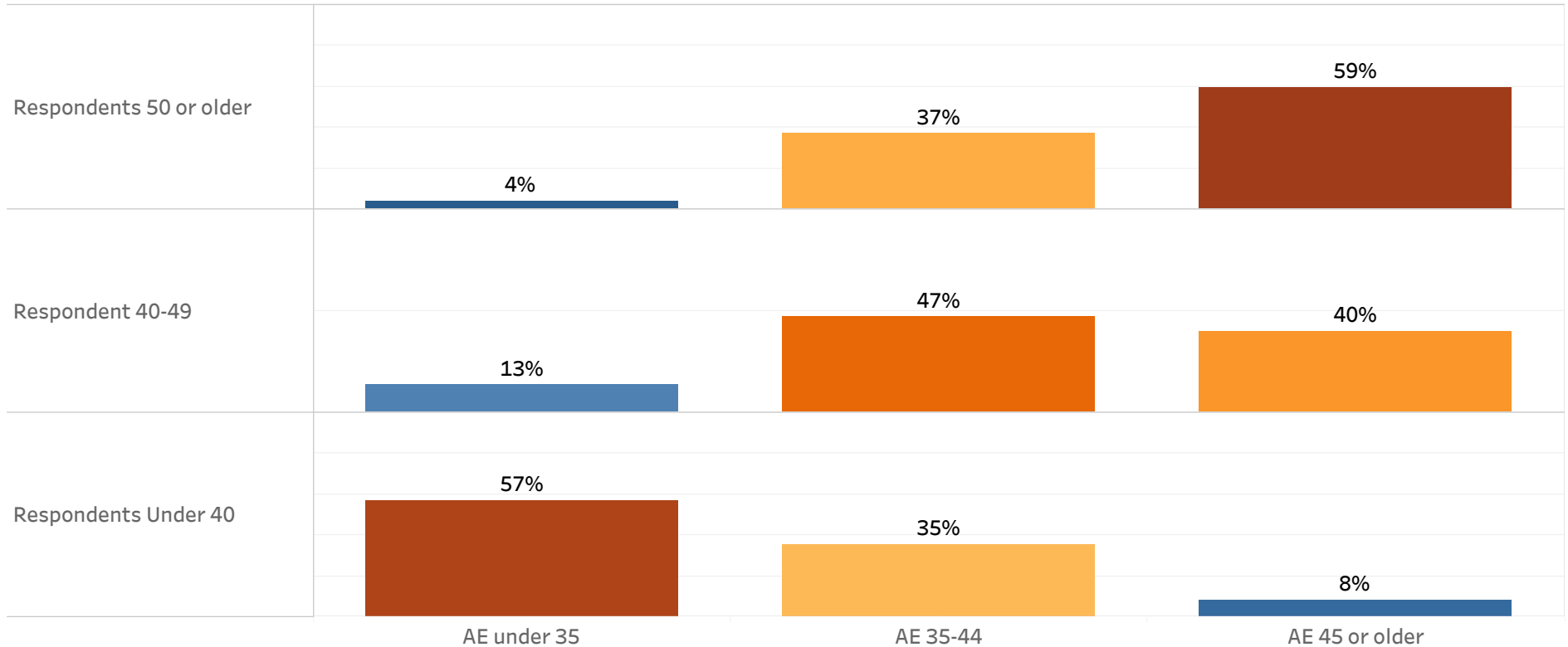
Preferred AE Gender (if gender is important) by Respondent Gender



Which gender would you prefer for your agency account manager?

Older respondents who feel age is important would prefer an older AE; younger ones would prefer an AE under 35.

Preferred AE Age by Respondent Age



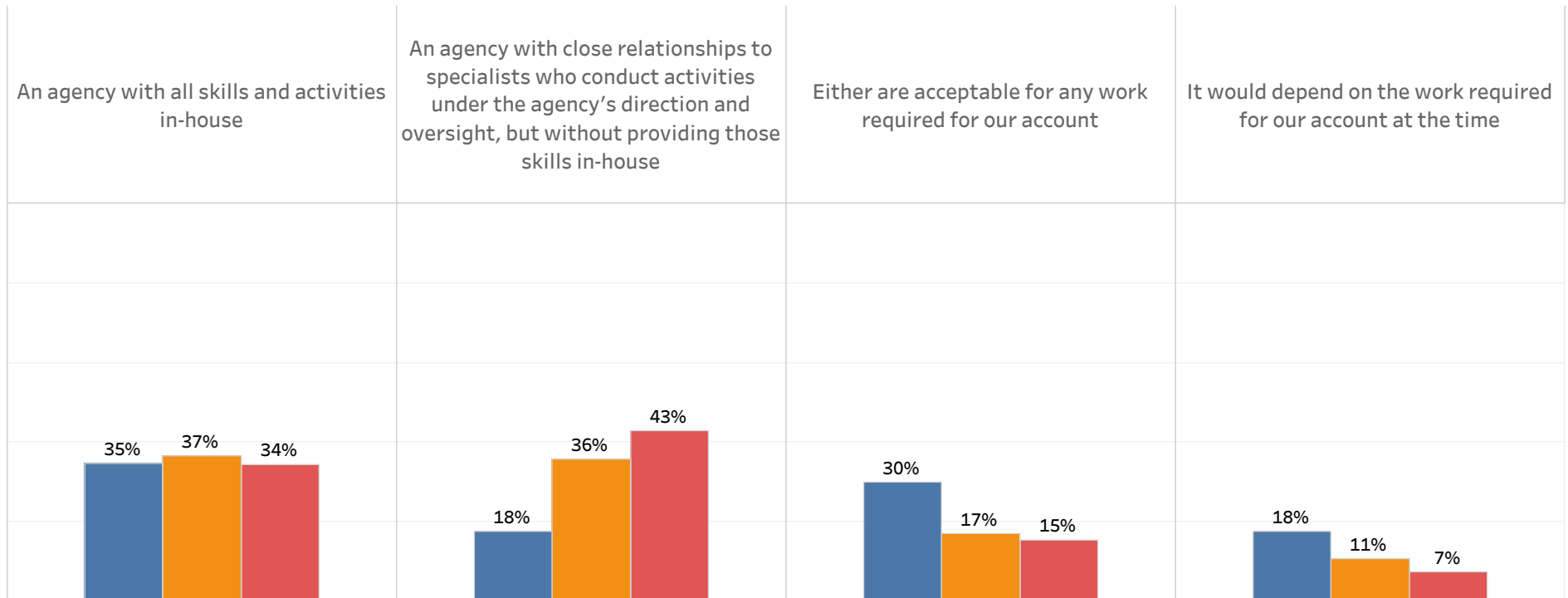
Which age range would you prefer for your agency account manager?

T o. .	Important Characteristics by Gender	Important Characteristics by Age Group	Preferred AE Gender by Respondent Gender	Preferred AE Age by Respondent Age	Preferred Agency Type by Segment	Transparency with Agencies by Segment	Formal Feedback of AE by Segment	Would Like to Provide Feedback by Segment	Impact of Feedback on Agency Service	Time Spent by..
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Shot Callers are more likely to say they prefer agencies who work with outside specialists vs. having all skills in-house. Lofty Expectations clients appear the most flexible.

Preferred Agency Type by Segment

[Lofty Expectations](#) | [Underwhelmed](#) | [Shot Callers](#)

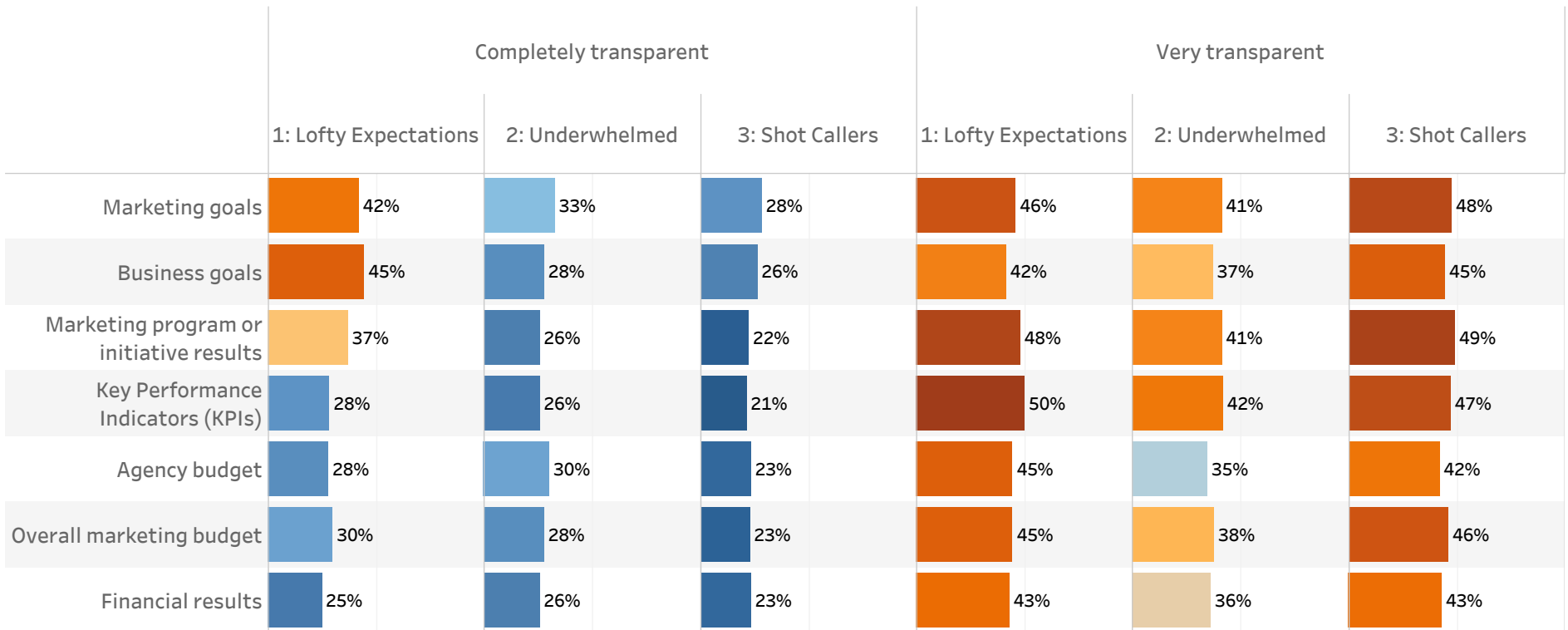


With which type of agency would you prefer to work?

Important Characteristics by Age Group	Preferred AE Gender by Respondent Gender	Preferred AE Age by Respondent Age	Preferred Agency Type by Segment	Transparency with Agencies by Segment	Formal Feedback of AE by Segment	Would Like to Provide Feedback by Sgment	Impact of Feedback on Agency Service	Time Spent by Agency on Managing Account by Segment	What AE Sho..
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Lofty Expectations clients appear to offer agencies more transparency across the board than others.

Transparency with Agencies by Segment



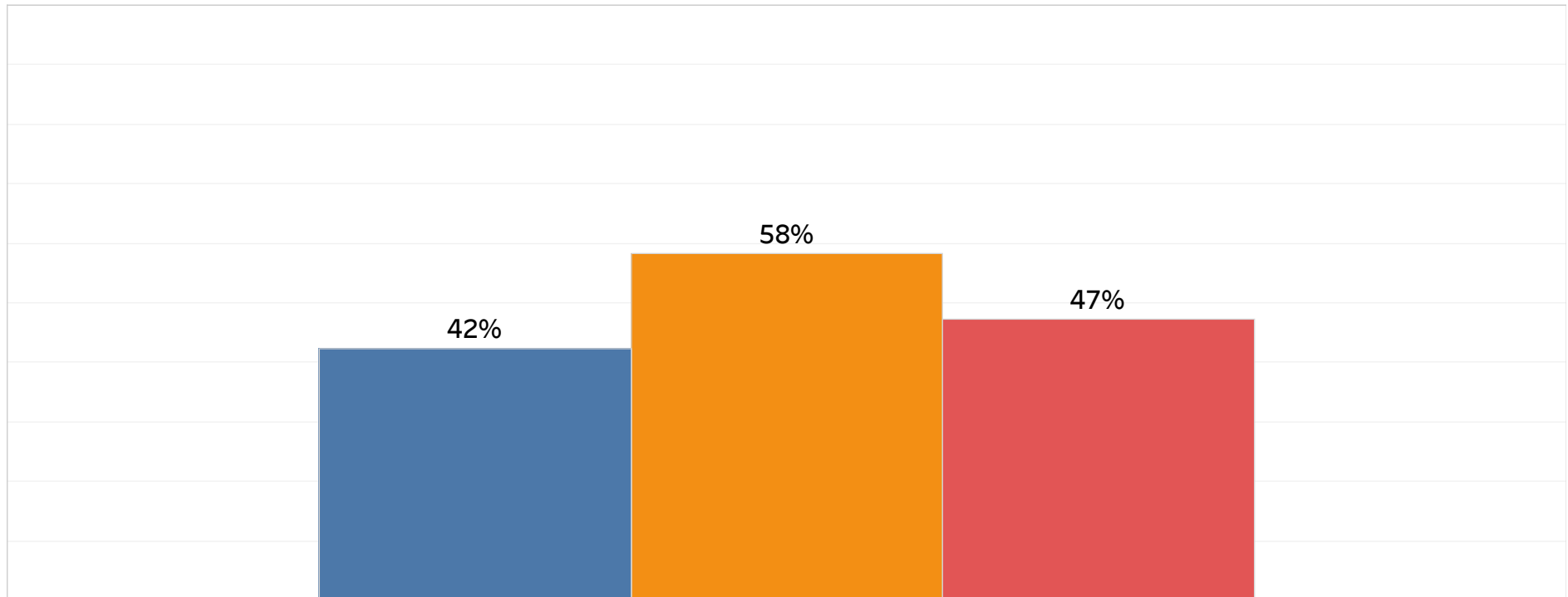
How transparent are you with respect to the following when engaging with your agencies?

Preferred AE Gender by Respondent Gender	Preferred AE Age by Respondent Age	Preferred Agency Type by Segment	Transparency with Agencies by Segment	Formal Feedback of AE by Segment	Would Like to Provide Feedback by Segment	Impact of Feedback on Agency Service	Time Spent by Agency on Managing Account by Segment	What AE Should Do with One Hour Left by Segment	Technology ..
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Underwhelmed clients are more likely to say their agency requests formal feedback from them about their AE.

Formal Feedback About AE by Segment

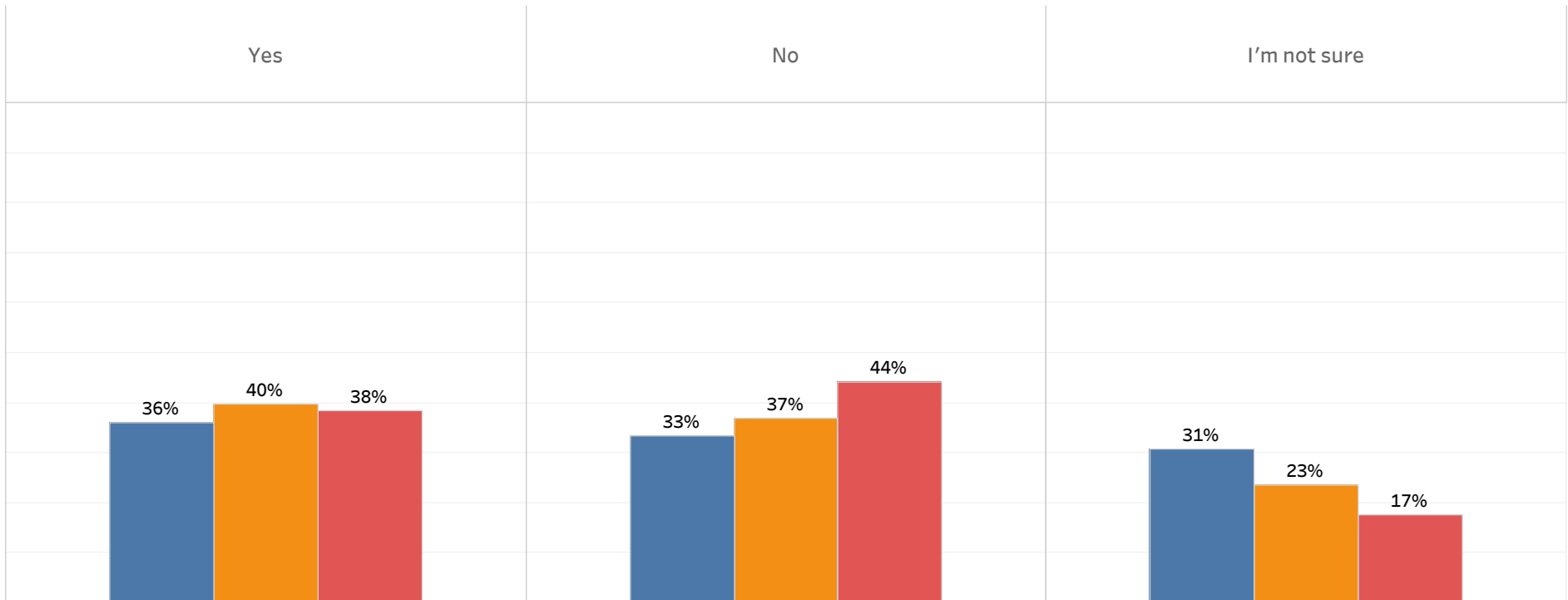
Lofty Expectations | **Underwhelmed** | Shot Callers



Does your agency request formal feedback from you (report cards, written reviews, etc.) about your agency point of contact or Account Executive?

Among those who aren't asked for formal feedback about their AE, a significant percentage wish they were.

Would Like to Provide Formal Feedback About AE
[Lofty Expectations](#) | [Underwhelmed](#) | [Shot Callers](#)



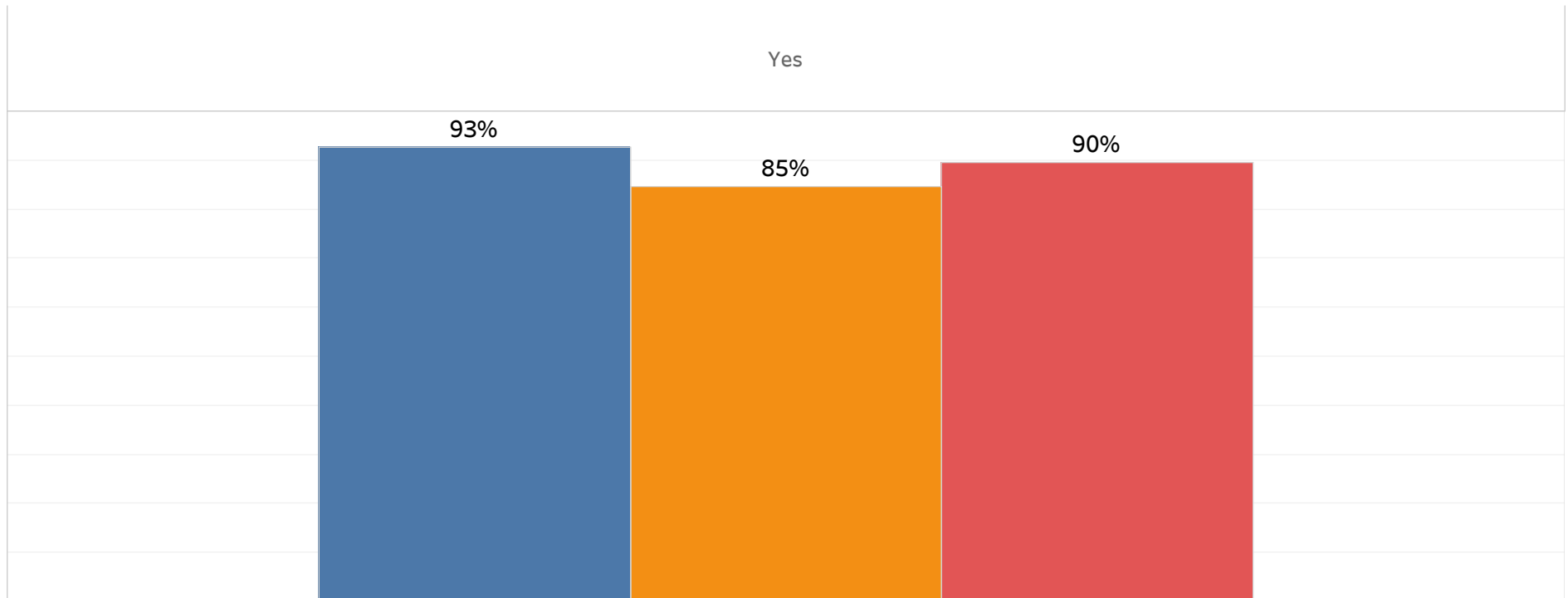
Do you wish your agency requested formal feedback from you about your agency point of contact or Account Executive?

Pr ef ..	Preferred Agency Type by Segment	Transparency with Agencies by Segment	Formal Feedback of AE by Segment	Would Like to Provide Feedback by Sgment	Impact of Feedback on Agency Service	Time Spent by Agency on Managing Account by Segment	What AE Should Do with One Hour Left by Segment	Technology Platforms to Use with Agencies	Technology Platform Use by Age	Wha t Wo uld ..
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Among those who are asked for formal feedback about their AE, the vast majority (regardless of segment) believe it improves the level of service they receive.

Does Formal Feedback Improve Service?

[Lofty Expectations](#) | [Underwhelmed](#) | [Shot Callers](#)

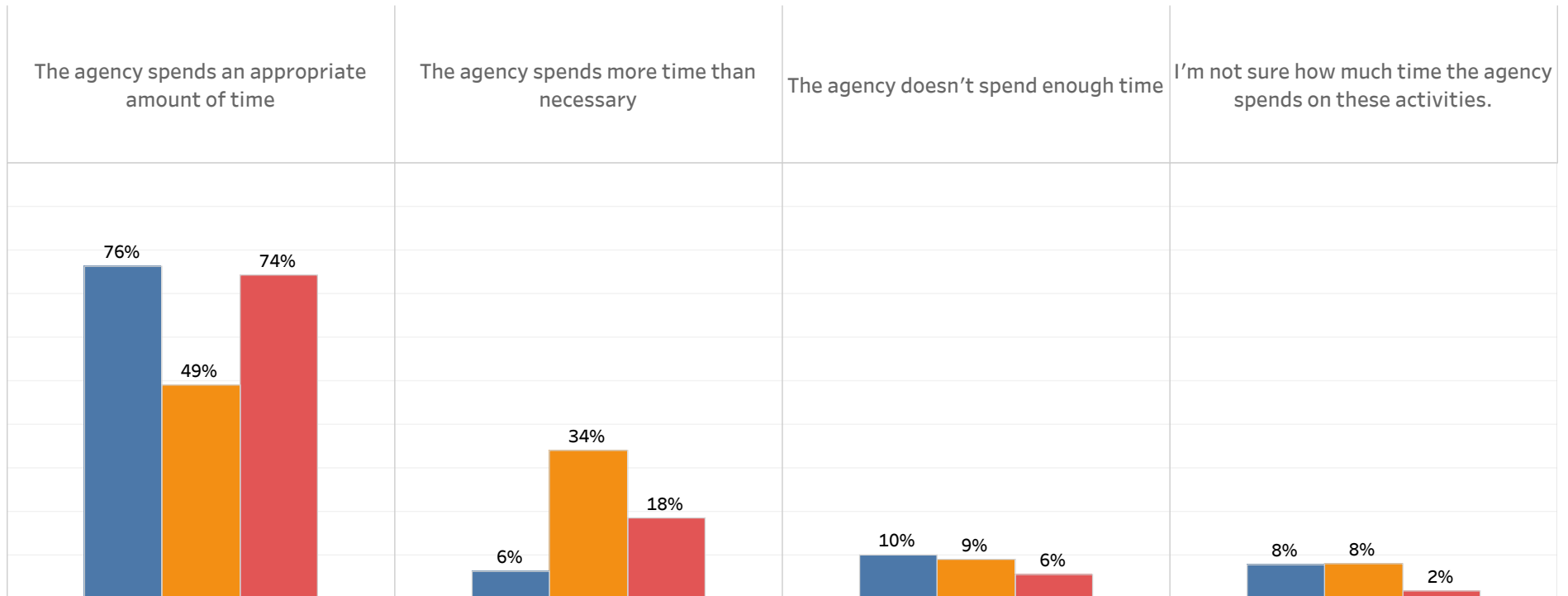


Do you find this helpful in improving the level of service you receive?

Underwhelmed clients are more likely than others to say their agency spends more time than necessary managing their account.

Time Spent by Agency on Managing Account by Segment

Lofty Expectations | Underwhelmed | Shot Callers

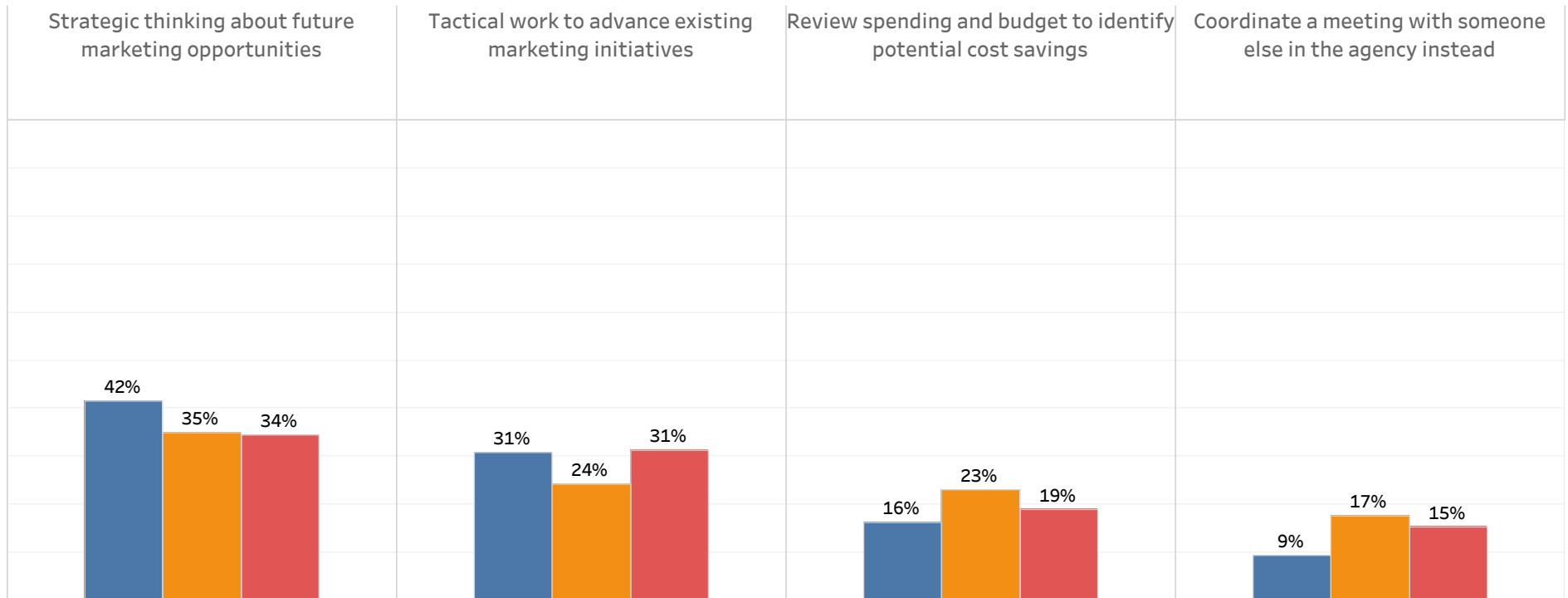


How do you feel about the amount of time spent by your agency on managing your account and projects, vs. actually developing or executing marketing initiatives?

Lofty Expectations respondents are more likely to want strategic thinking from their AE if they only had an hour left to work with them.

What AE Should Do with One Hour Left by Segment

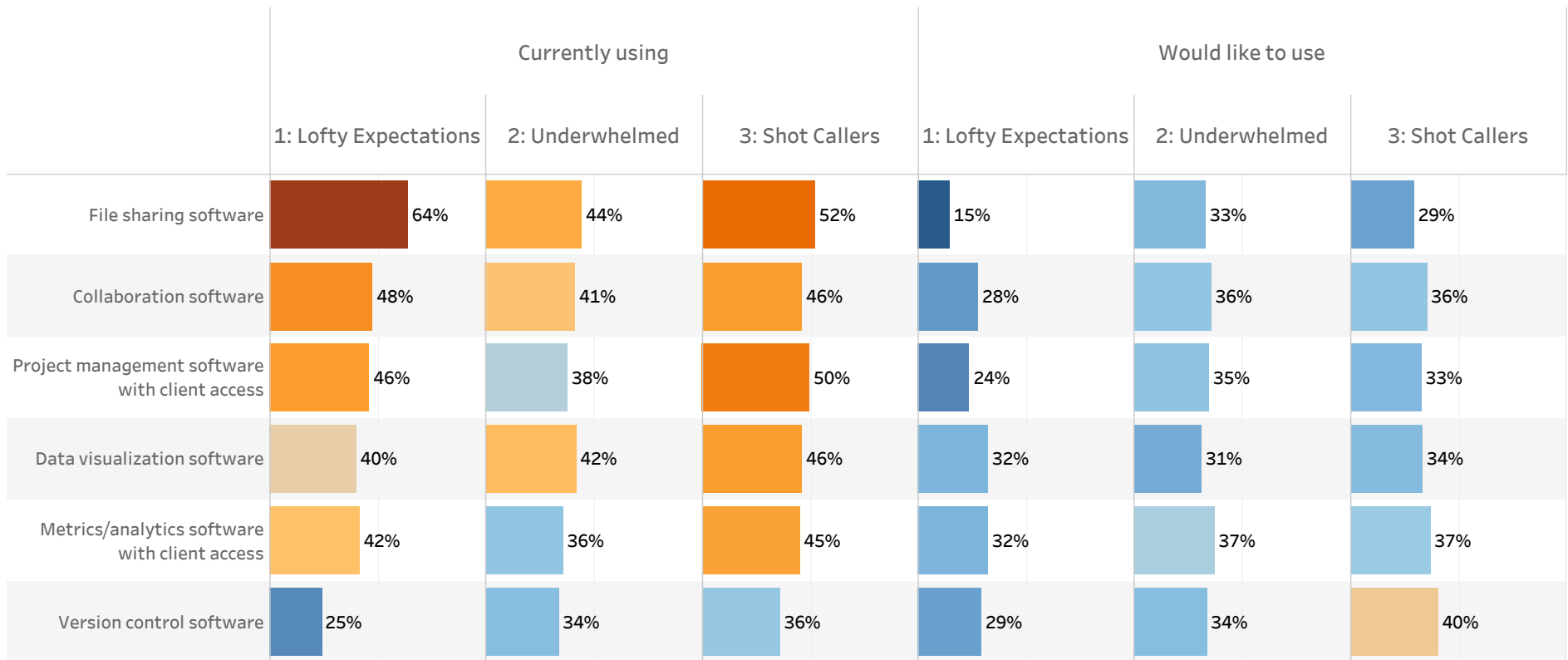
[Lofty Expectations](#) | [Underwhelmed](#) | [Shot Callers](#)



Imagine you had ONE HOUR LEFT to work with your primary agency contact. What would you rather have them do during that hour?

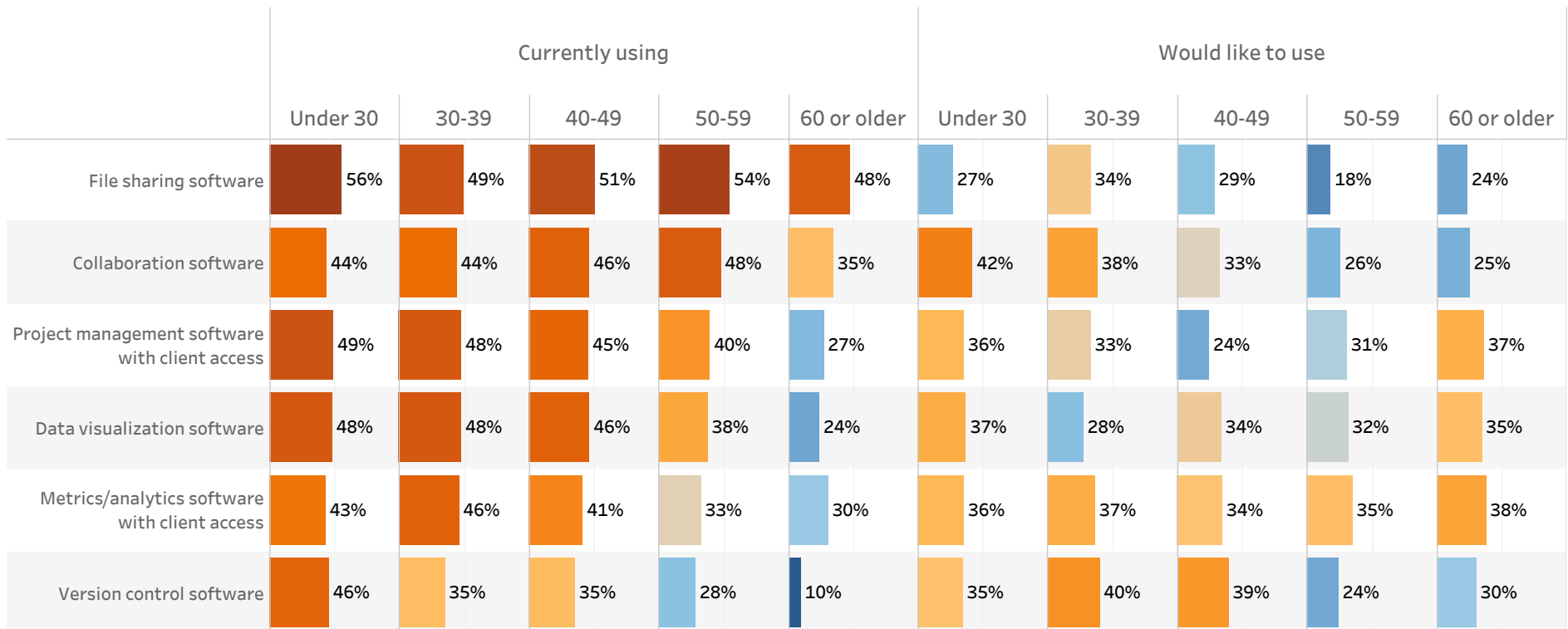
There are some differences in the software different segments are using with their agencies, but most are either using them or would like to.

Technology Platforms to Use with Agencies (by Segment)



Younger respondents who aren't sharing technology platforms with their agencies now are more likely than older respondents to want to do so.

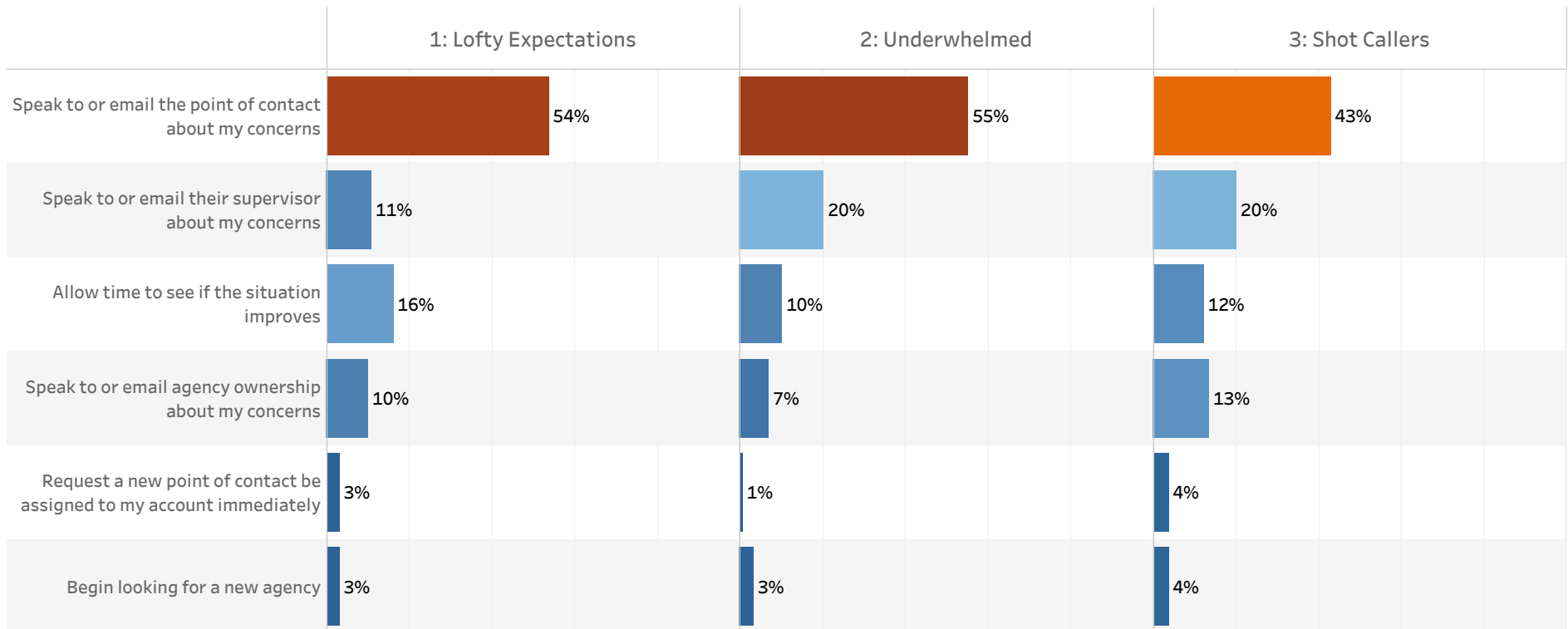
Technology Platforms by Age



Which technology platforms make sense to use with your agency?

Shot Callers are slightly less likely to speak to the AE first, and slightly more likely to contact their supervisor.

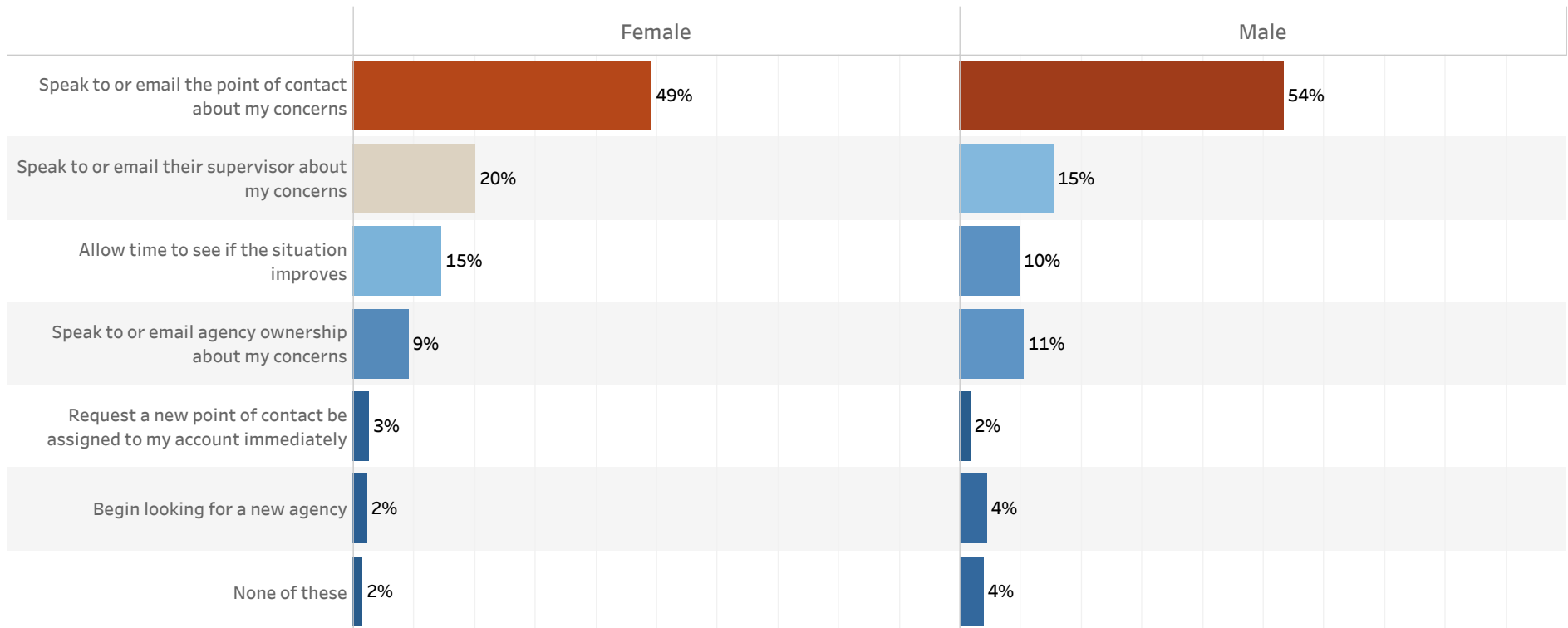
What Would You Do First if Unhappy (by Segment)



If you were unhappy with your primary agency point of contact, which of the following would you do, and in which order?

There are few differences by gender.

What Would You Do First if Unhappy (by Gender)



If you were unhappy with your primary agency point of contact, which of the following would you do, and in which order?

Formal Feedback of AE by ..	Would Like to Provide Feedback by Sgment	Impact of Feedback on Agency Service	Time Spent by Agency on Managing Account by Segment	What AE Should Do with One Hour Left by Segment	Technology Platforms to Use with Agencies	Technology Platform Use by Age	What Would You Do if Unhappy by Segment	What Would You Do if Unhappy by Gender	Agency Net Promoter Scores
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Lofty Expectations respondents reflect higher Net Promoter Scores than other segments, although they are still much lower than agencies would want for their own clients.

NPS Groups

Based on the level of account service you receive, how likely would you be to recommend your current agency to another organization?

1: Lofty Expectations
28

2: Underwhelmed
7

3: Shot Callers
10

