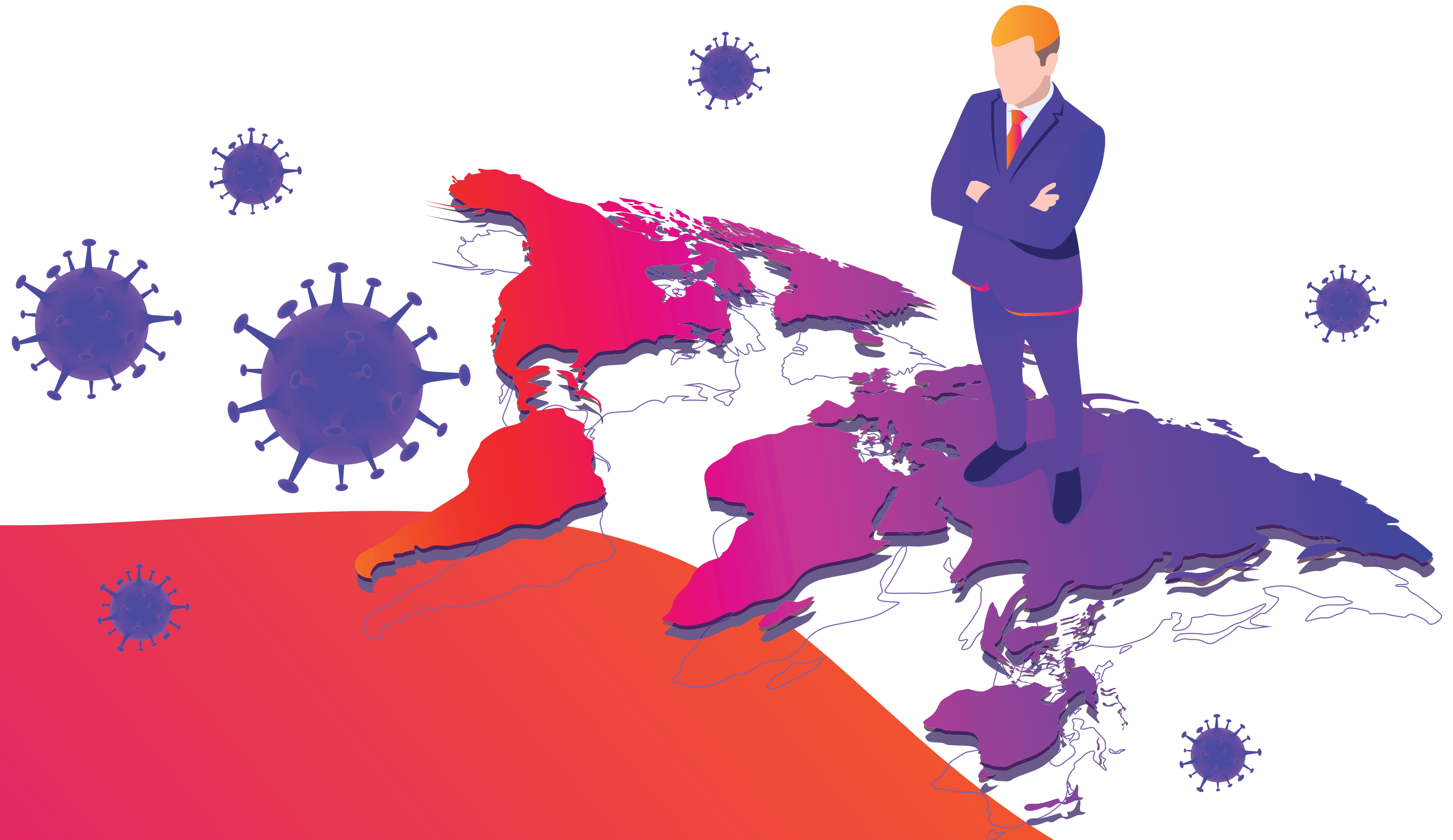




AD  
WORLD  
MASTERS

# Effects of the Coronavirus on The Agency Market

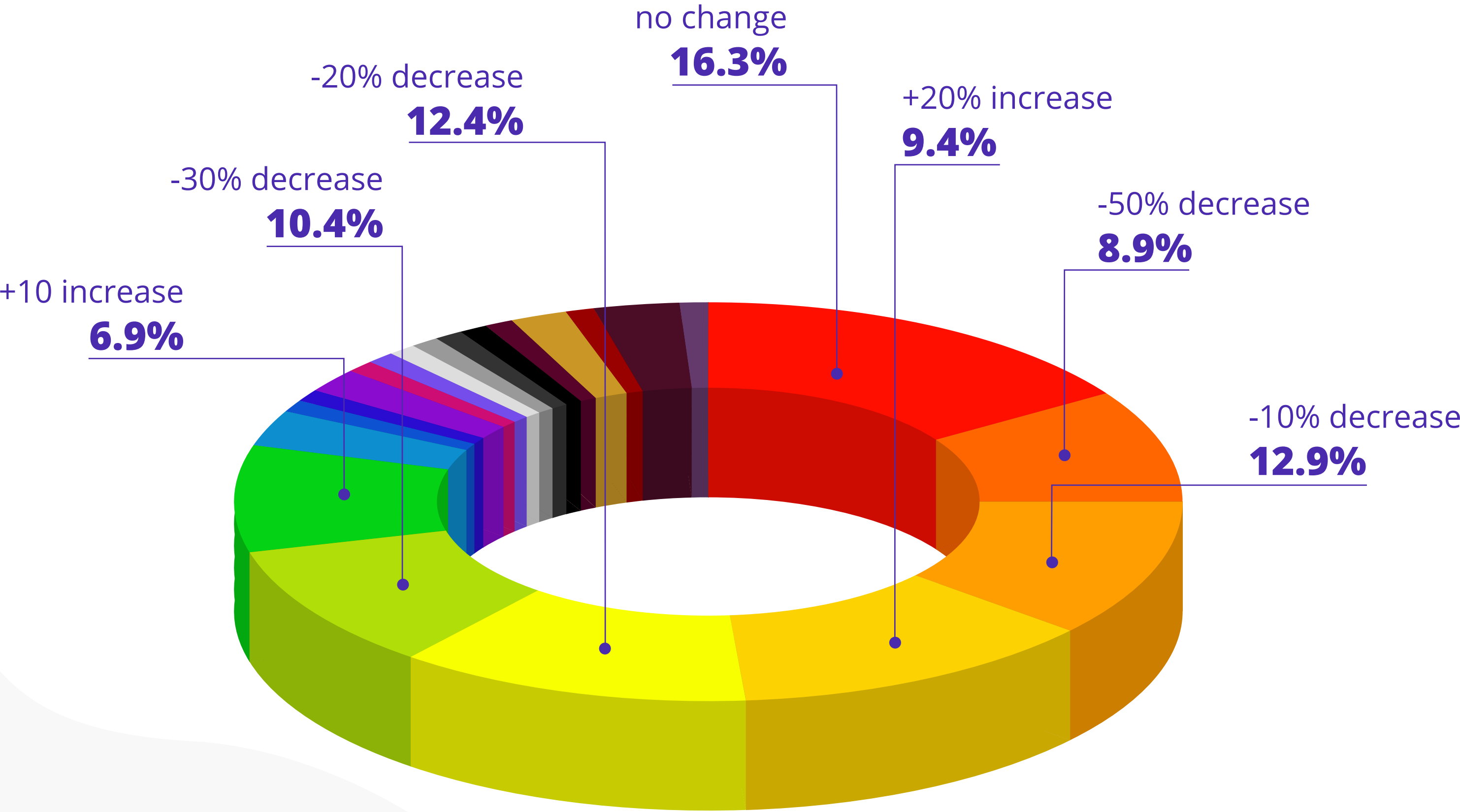


# Financial situation of agencies



# What change of income in your agency are you expecting in 2020, compared to 2019?

202 responses

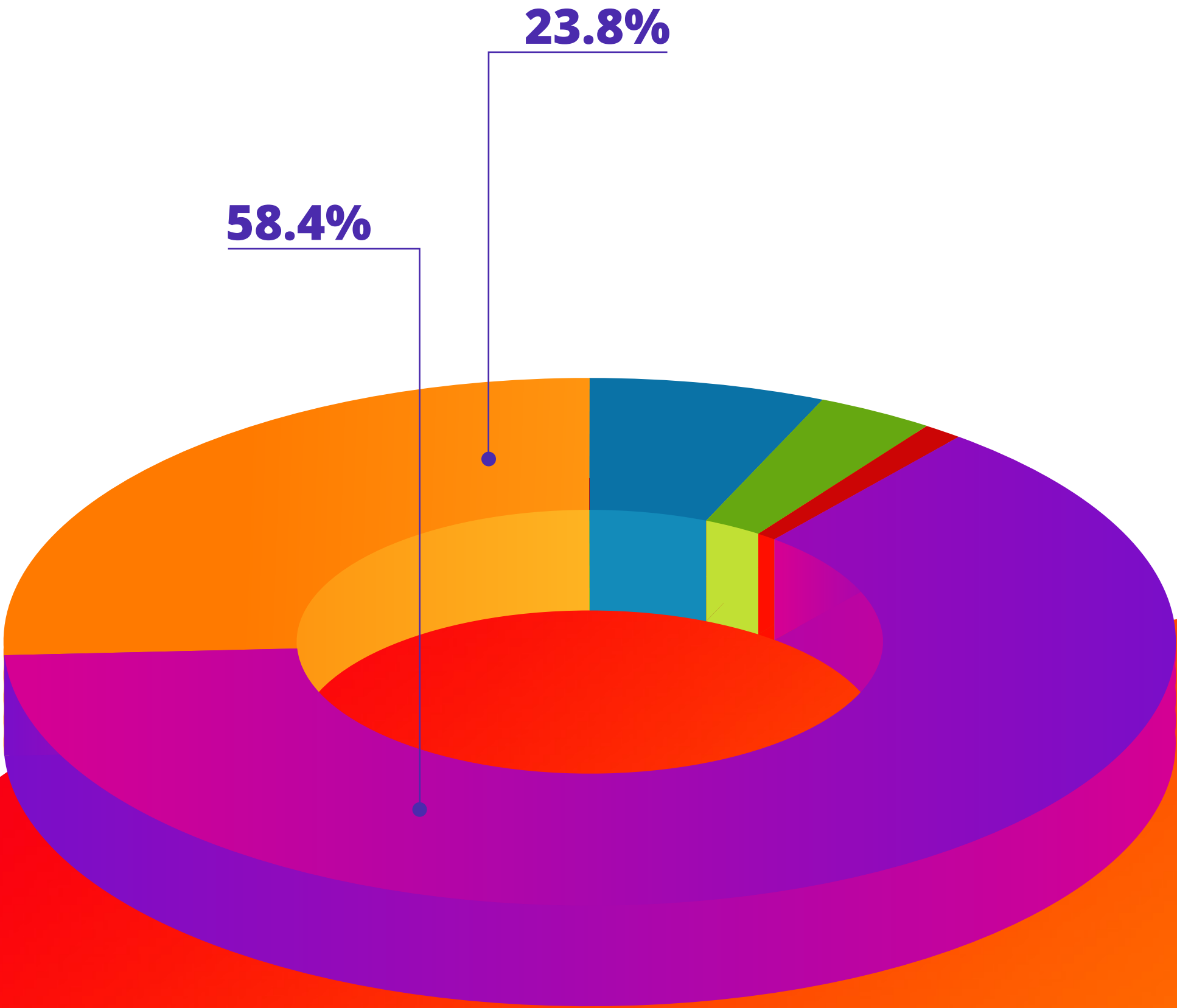


# What is the primary driver of your agency's business growth or decrease in 2020 ? (if any)



202 responses

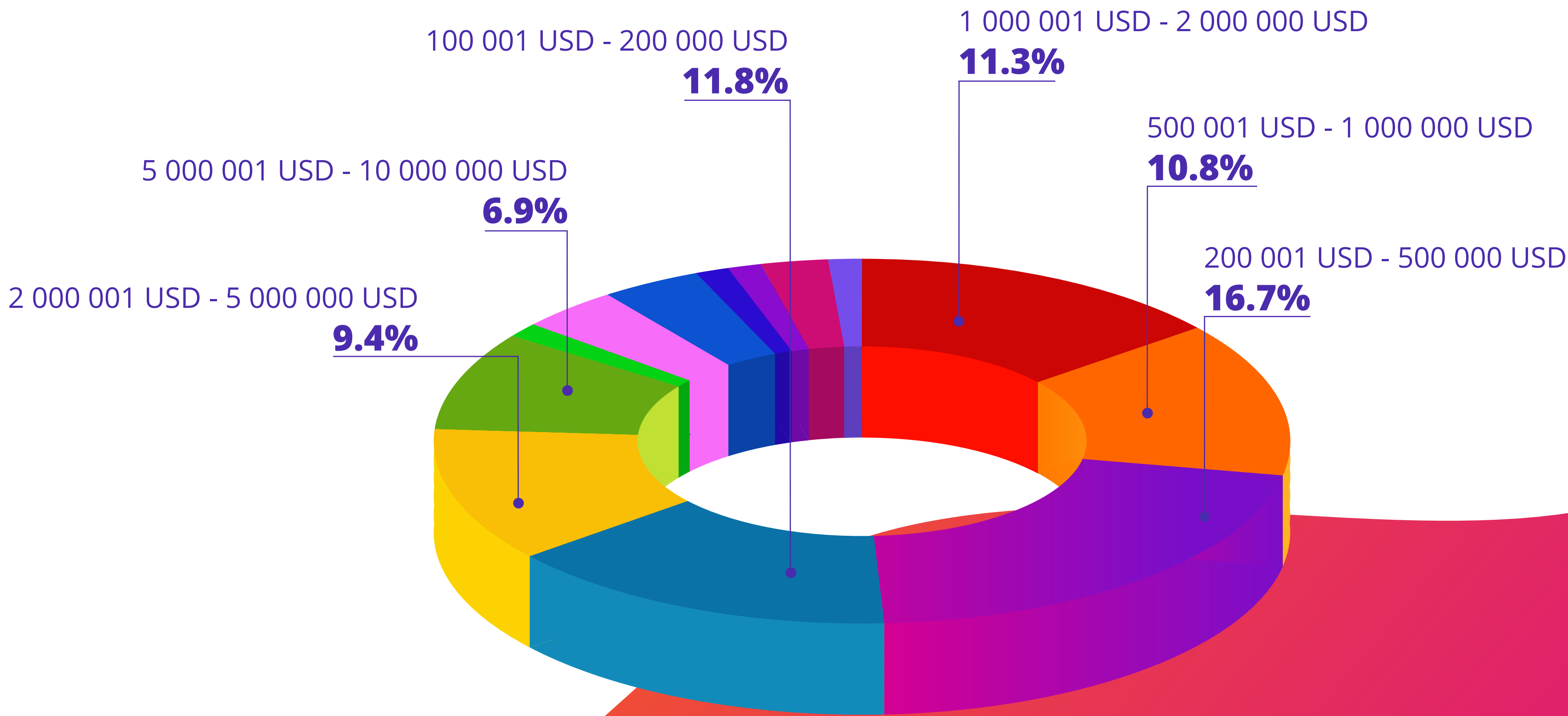
- mostly the economic results of coronavirus pandemic
- economic results of coronavirus pandemic combined with the marketing industry transformation in the last few years
- marketing industry transformation in the last few years
- other factors, not related to the market
- no growth or decrease





# What was your annual income in 2019?

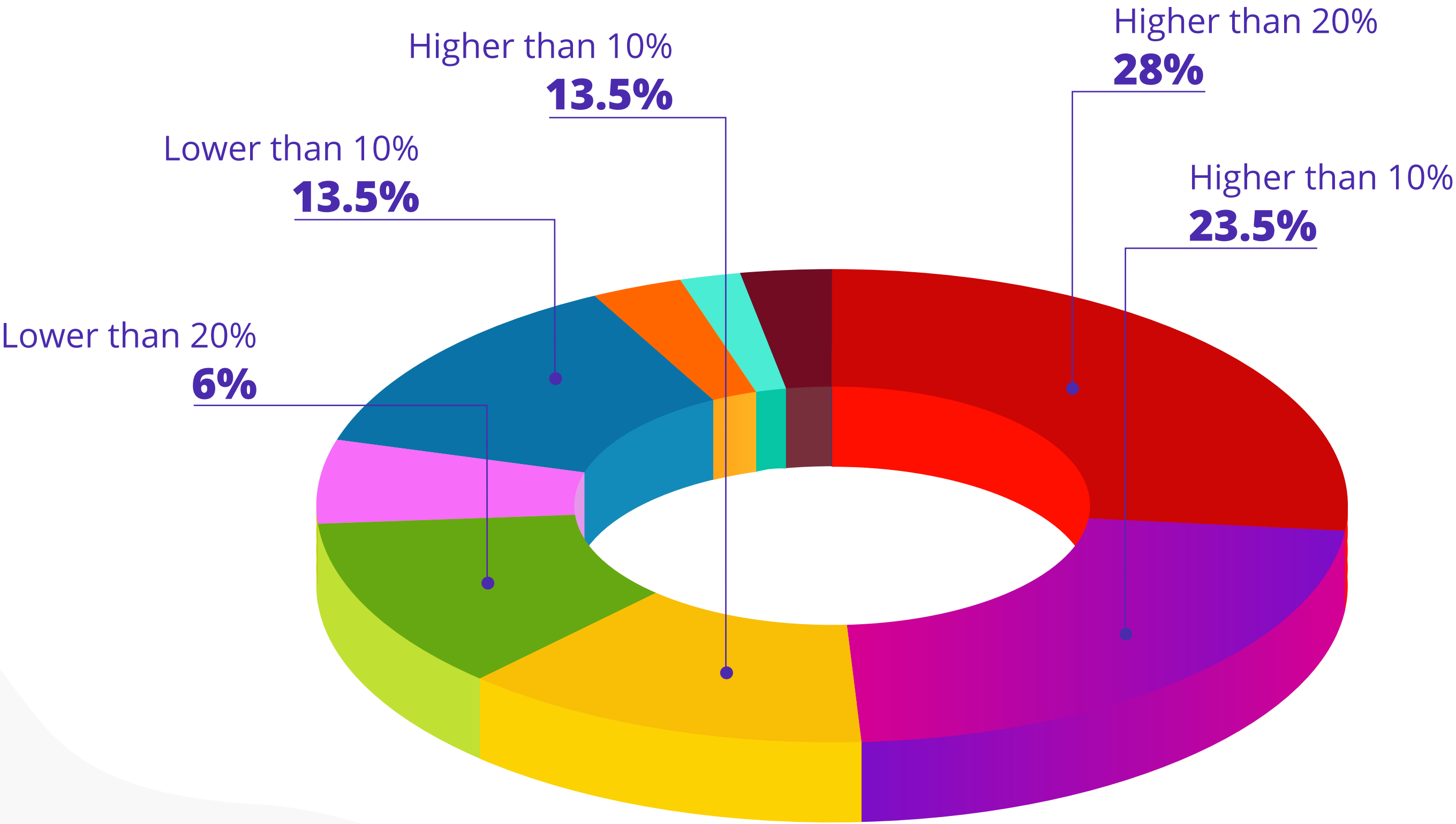
203 responses



# Was your annual income in 2019 higher or lower compared to the annual income in 2018?



200 responses



# Employment in agencies



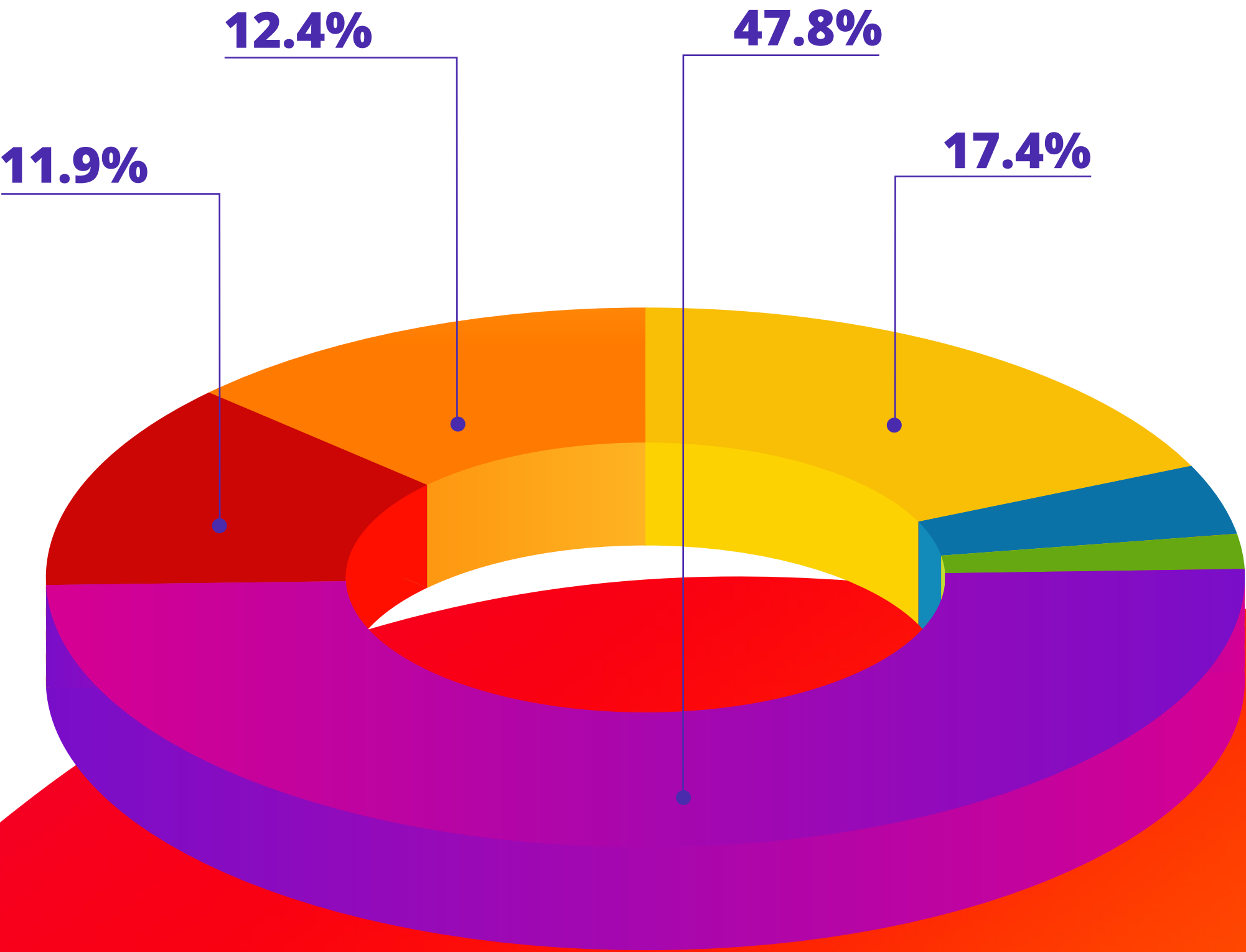


# Are you planning to reduce your agency team in 2020 (March-December)? Not including freelancers.



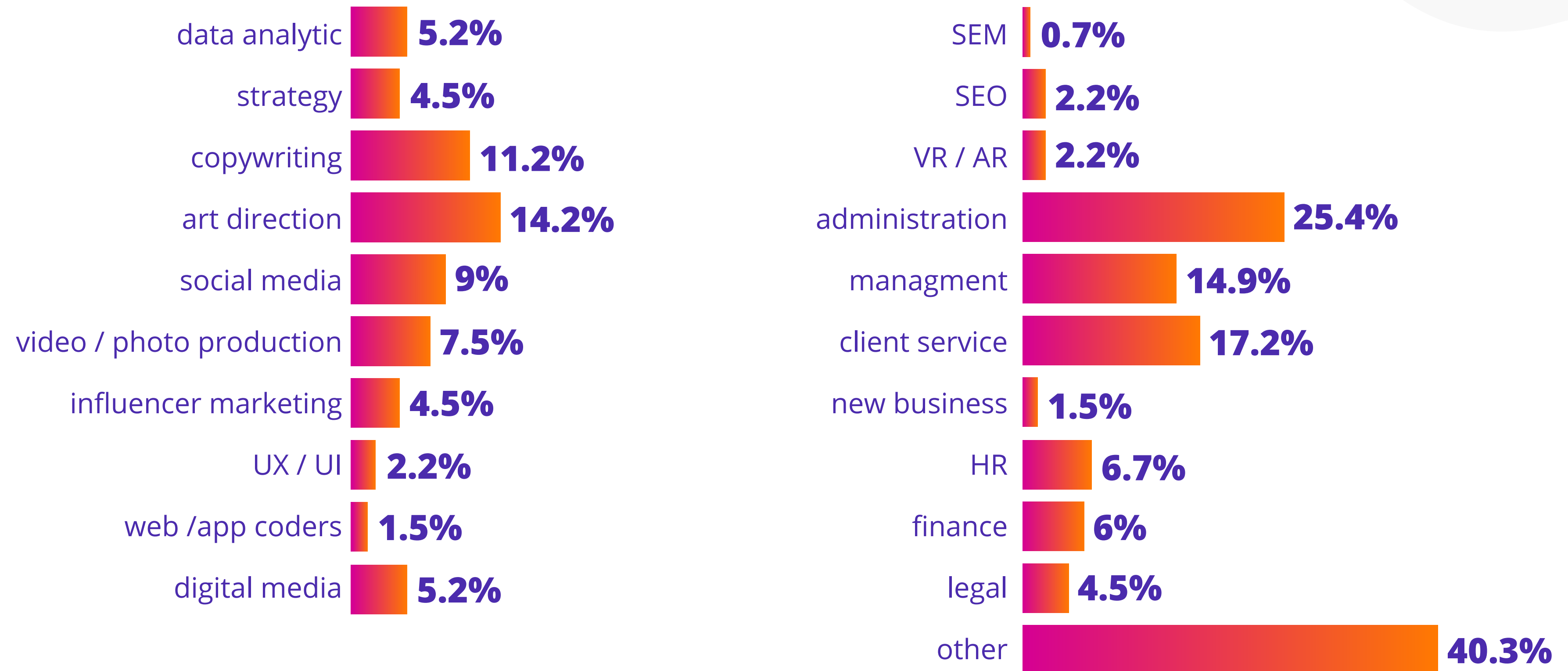
201 responses

- yes, I already did
- yes
- most probably
- very unlikely
- no
- I don't know yet

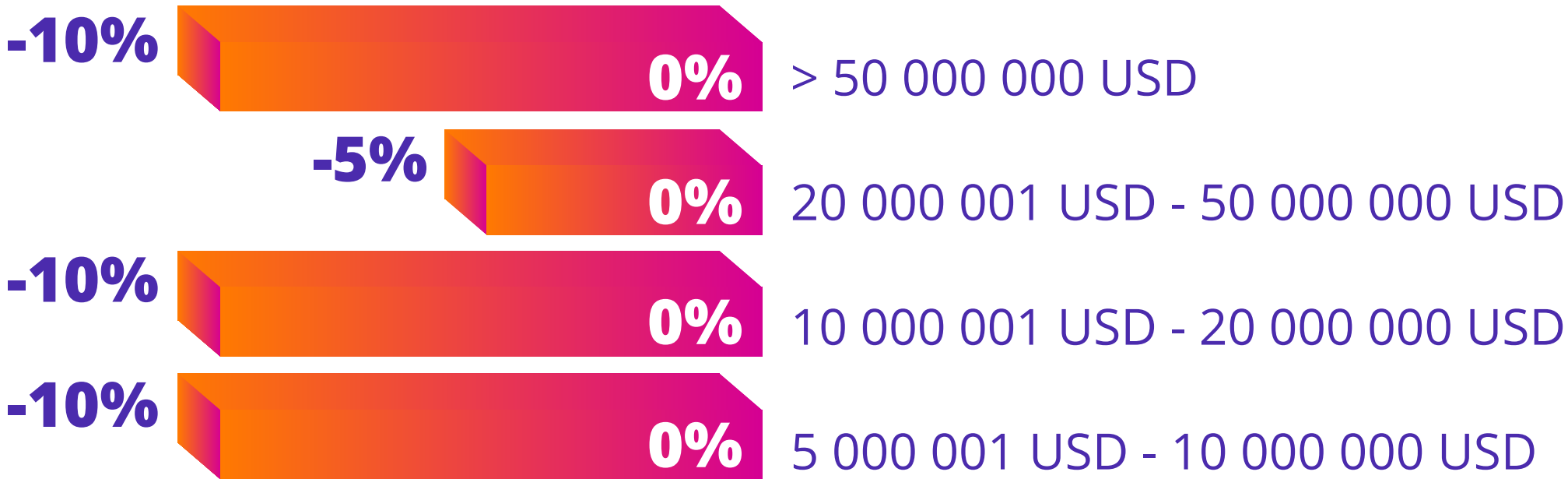


# What will be the areas of planned or possible crew reduction in 2020 in your agency (March-December)?

134 responses



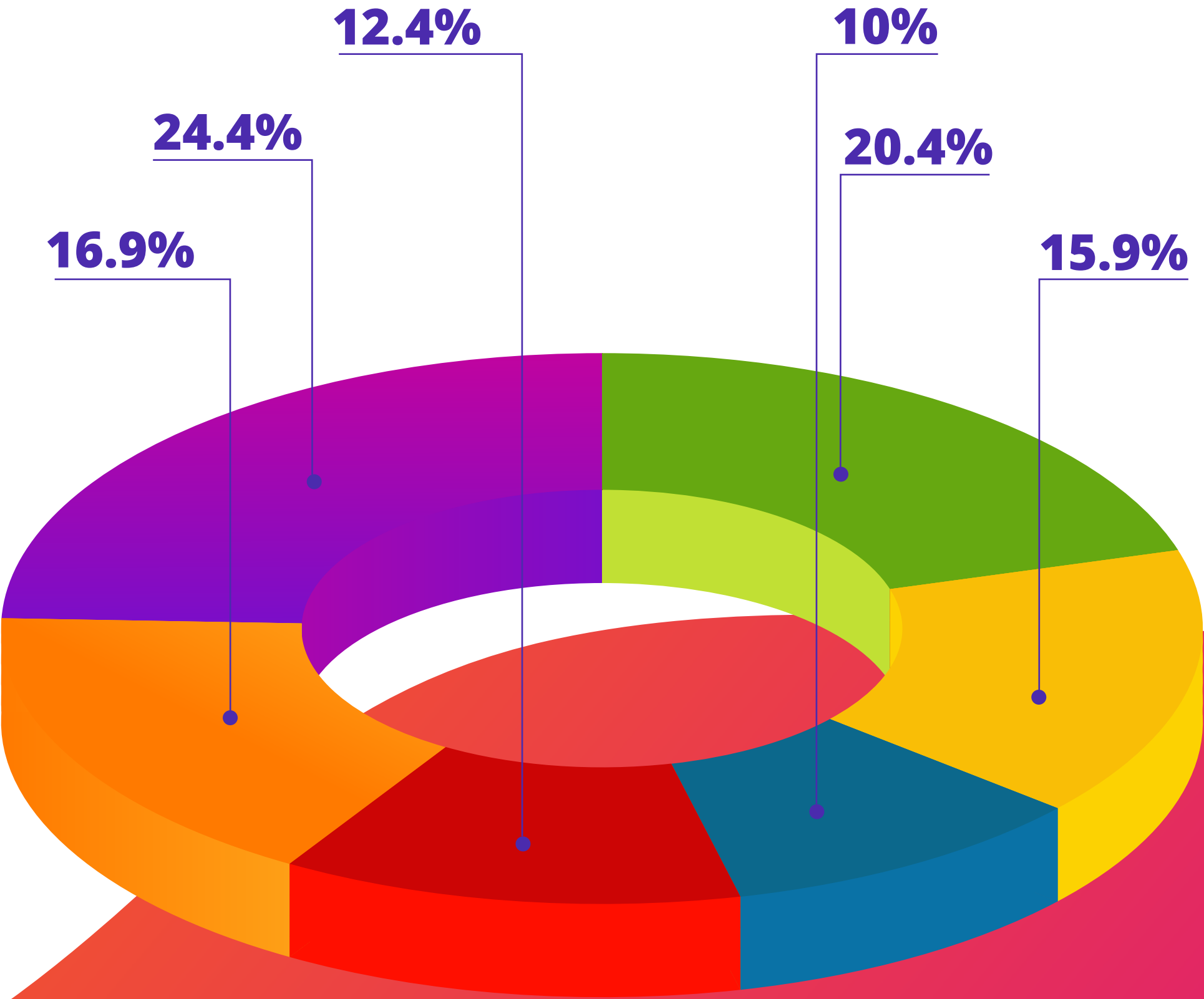
What is the level of planned or possible crew growth / reduction in 2020 in total?  
Median for annual income range.



# Are you planning to increase your agency staff in 2020? Excluding freelancers.

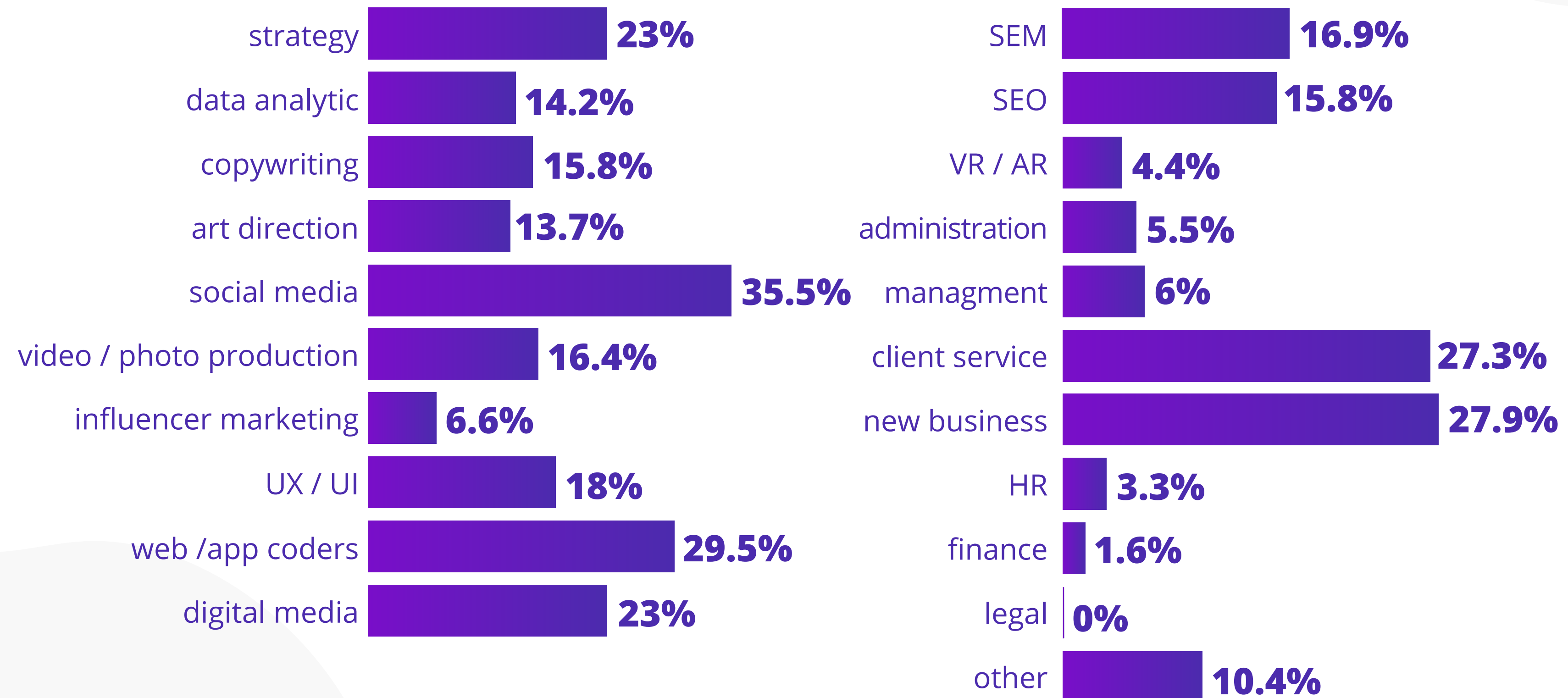
201 responses

- yes, I already did
- yes
- most probably
- very unlikely
- no
- I don't know yet



# What will be the areas of planned or possible new employments in 2020 in your agency (March-December)?

183 responses



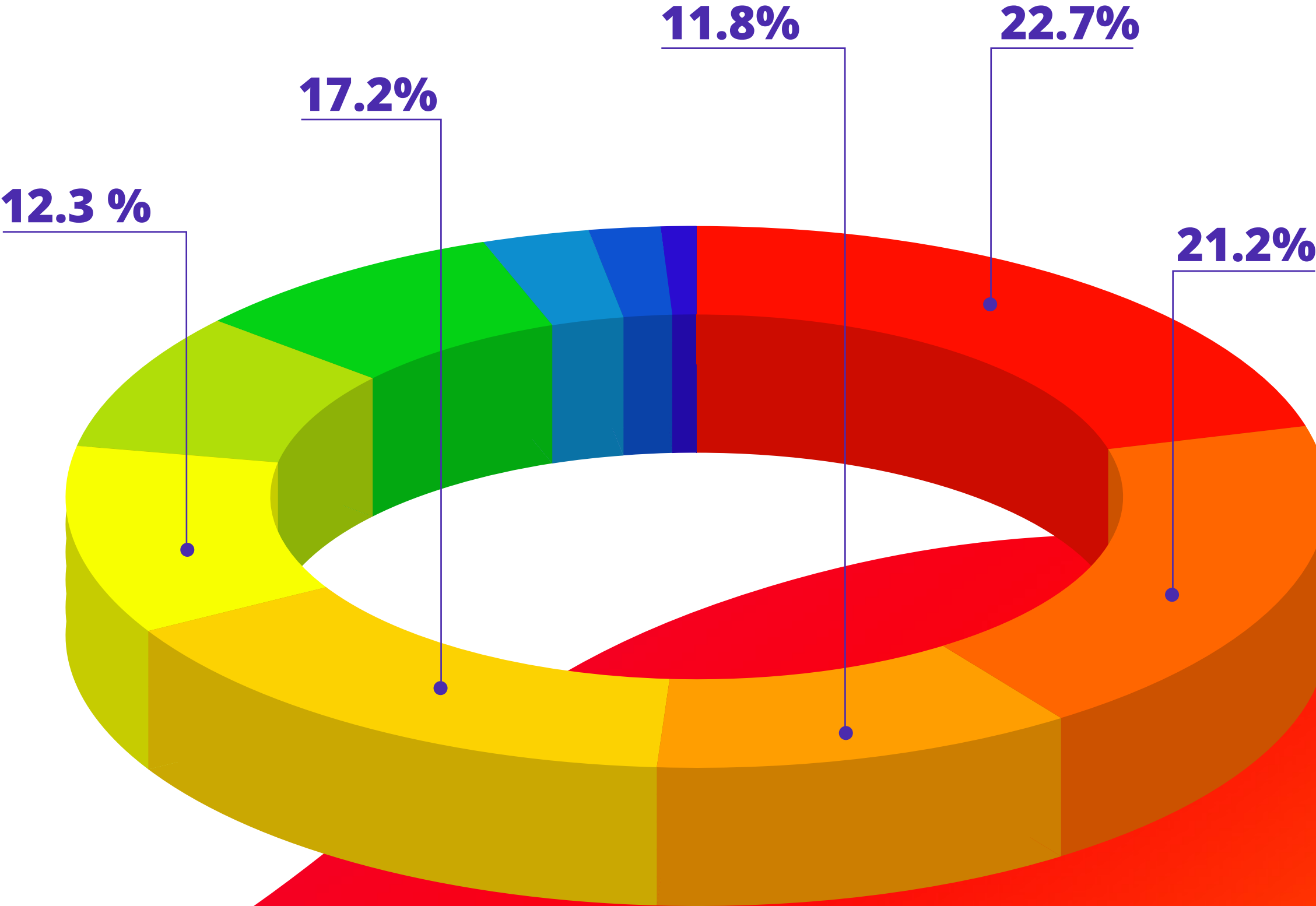


How many employees do you have in your agency (owner(s) included)? Do not include freelancers co-operating with your agency.



203 responses

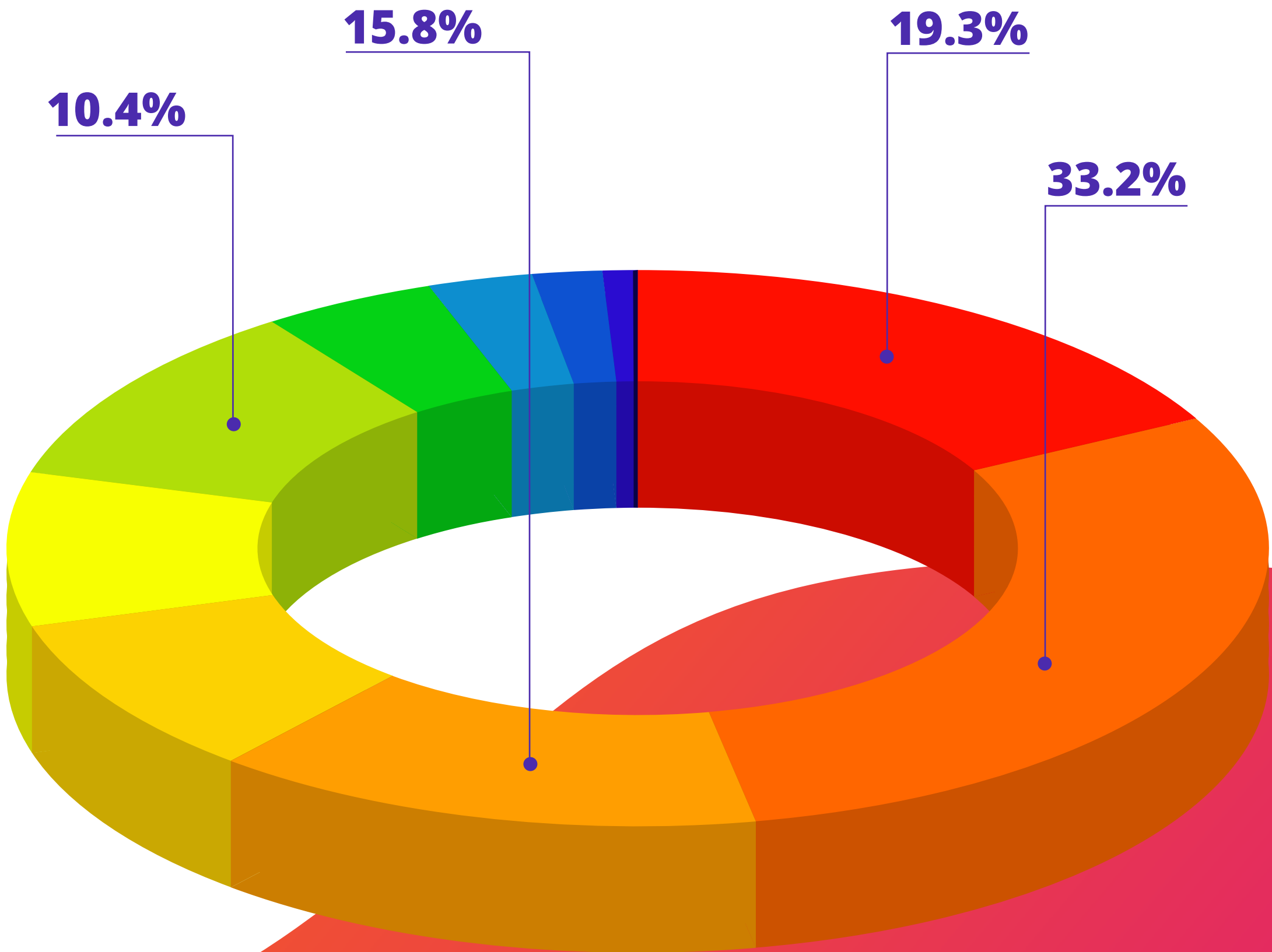
- 1
- 2 - 3
- 4 - 5
- 6 - 10
- 11 - 20
- 21 - 50
- 51 - 100
- 101 - 200
- 201 - 500
- > 500



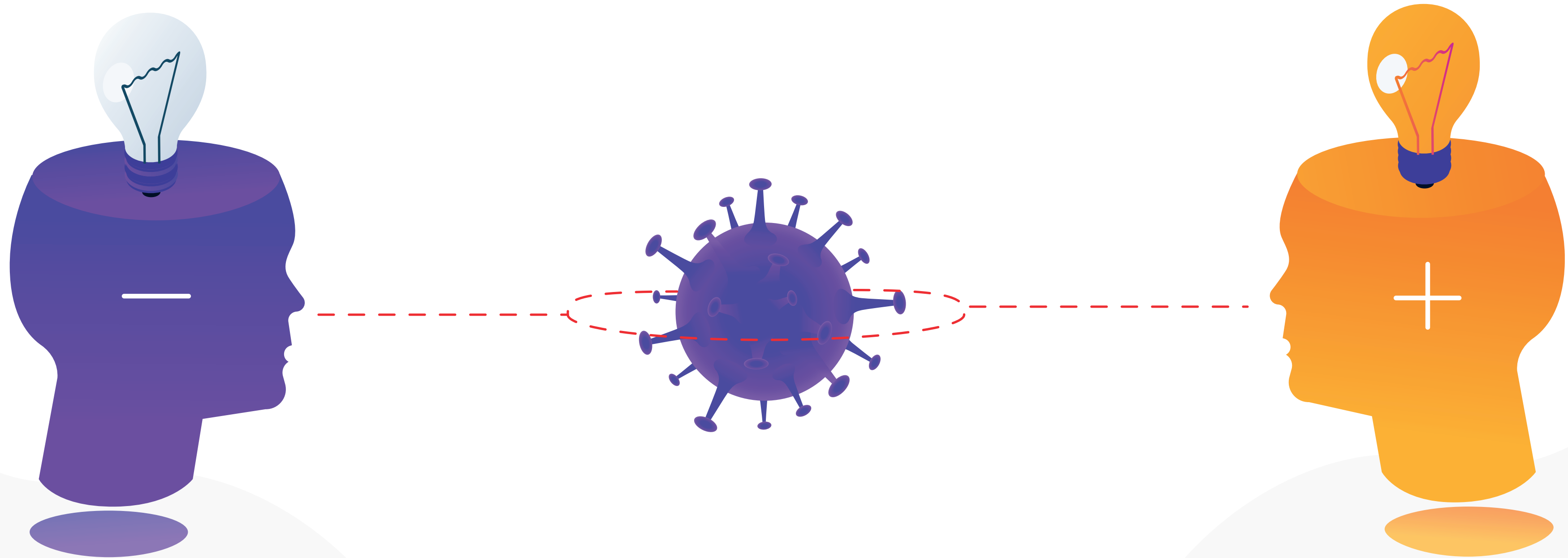
# How many freelancers are co-operating with your agency?

200 responses

- 0
- 1
- 2 - 3
- 4 - 5
- 6 - 10
- 11 - 20
- 21 - 50
- 51 - 100
- 101 - 200
- 201 - 500
- > 500



# Opinions, insights, challenges

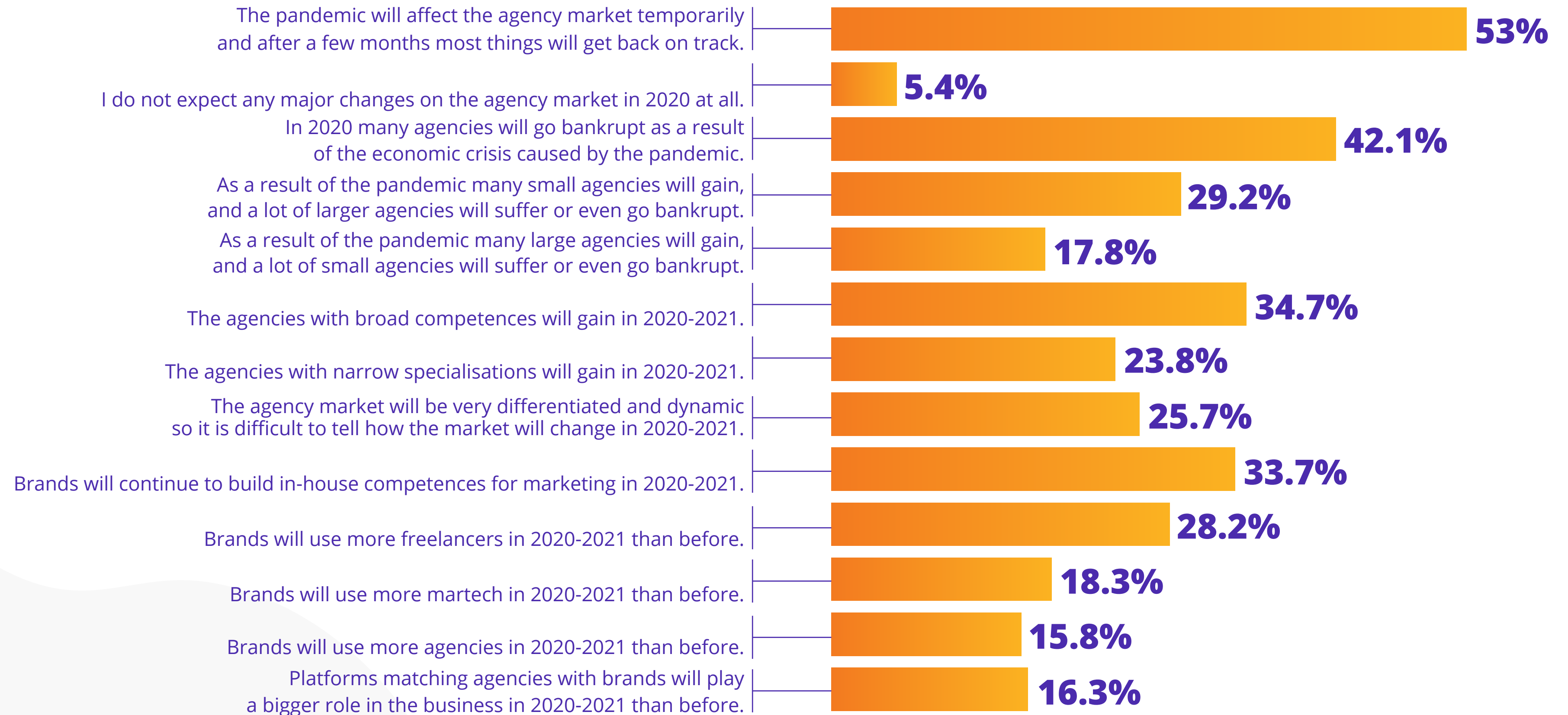


# Which sentence is true for you?

## You can choose as many answers as you want.



202 responses



# Which sentence is true for you?

## You can choose as many answers as you want.



202 responses





# What are the key problems for agencies to increase their business in the long term (2020-2025)?

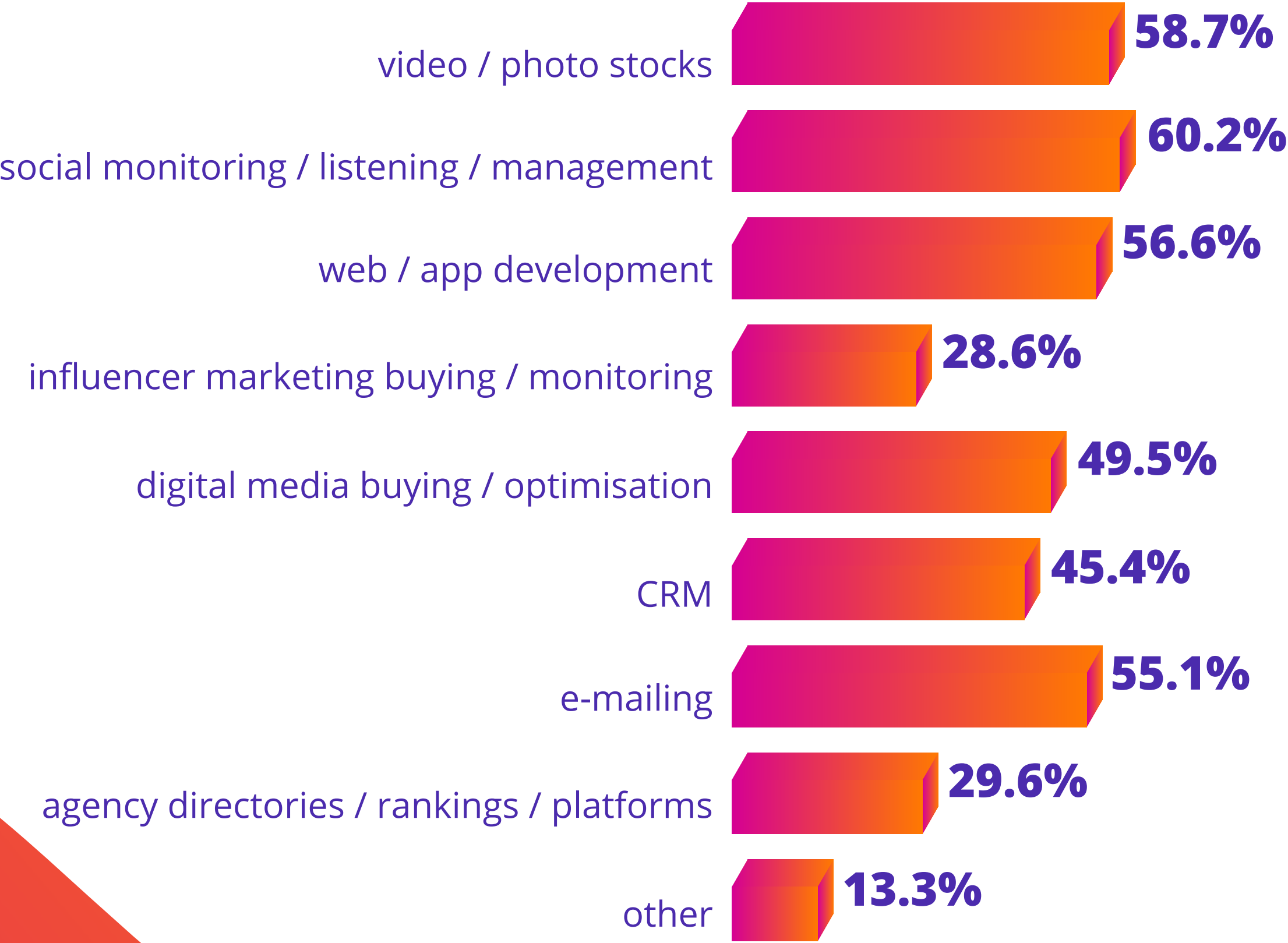
Please indicate as many answers as you wish.



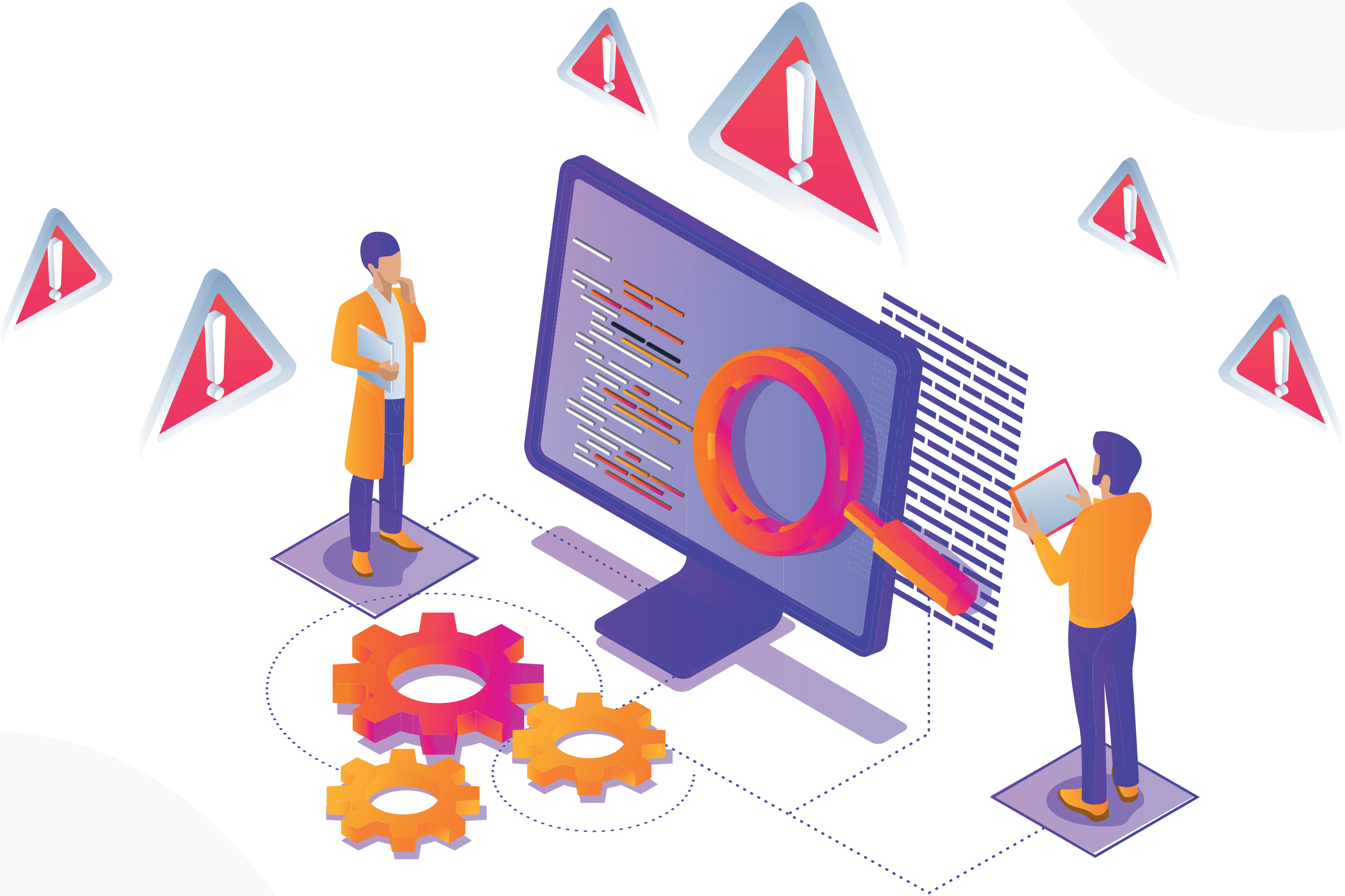
194 responses

# What martech services are you using or are going to use in 2020?

196 responses



# The survey participants

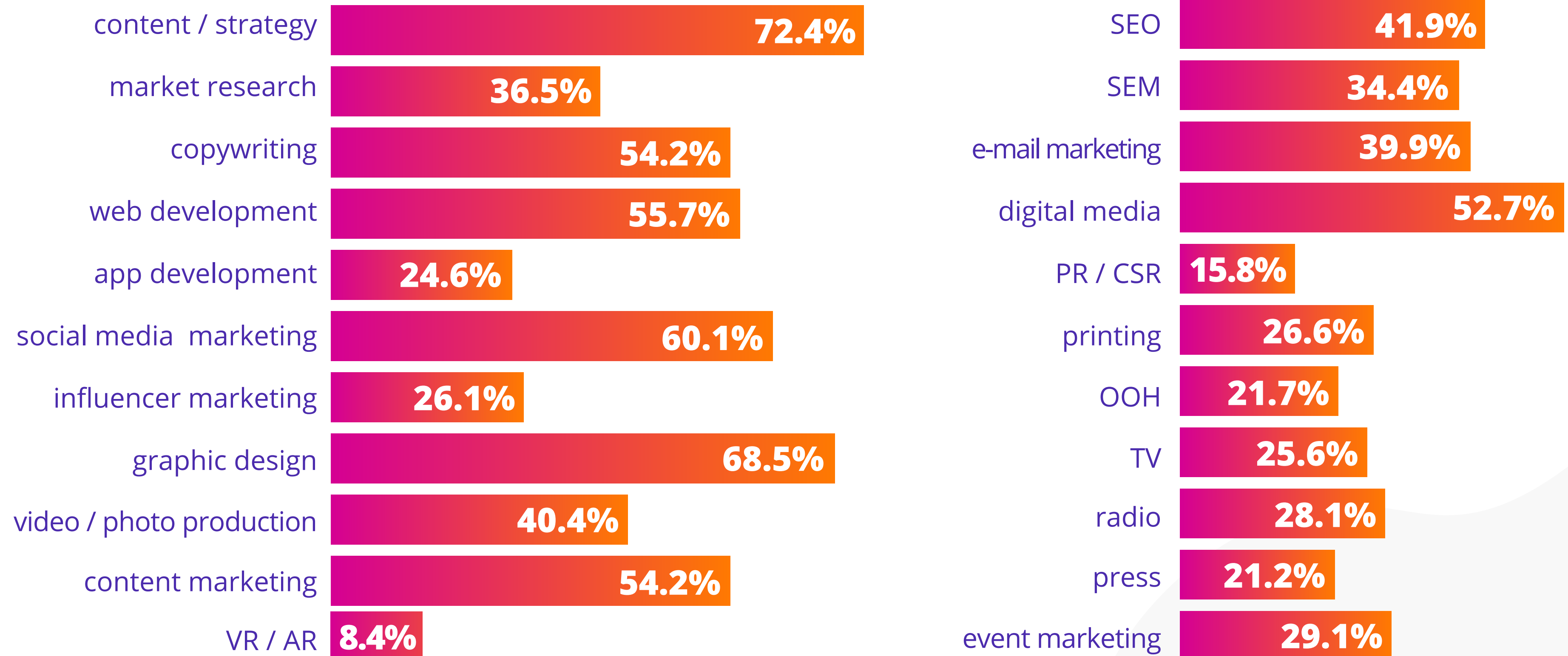


# What competencies does your agencies offer?

## Please mention the key ones. Choose as many as you want.



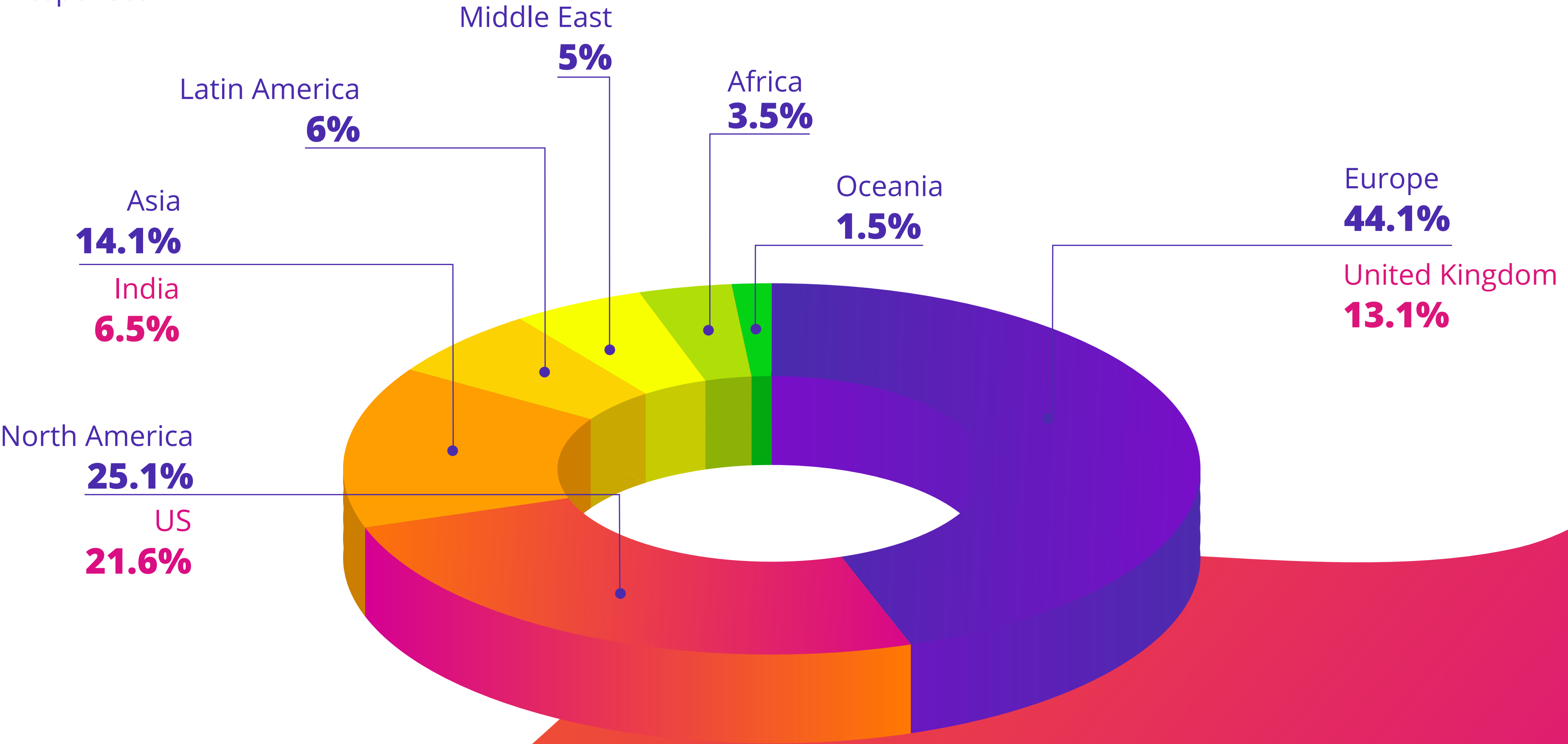
203 responses



# What is your country? If you have a presence across several countries, please indicate the main country / HQ.



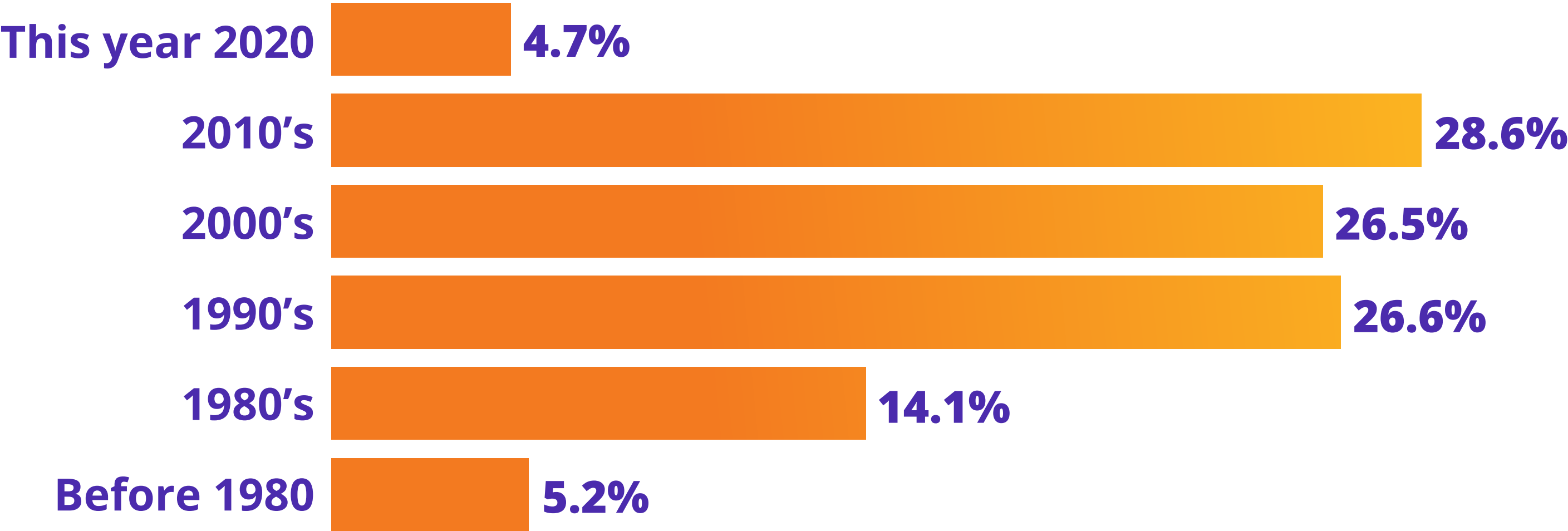
199 responses





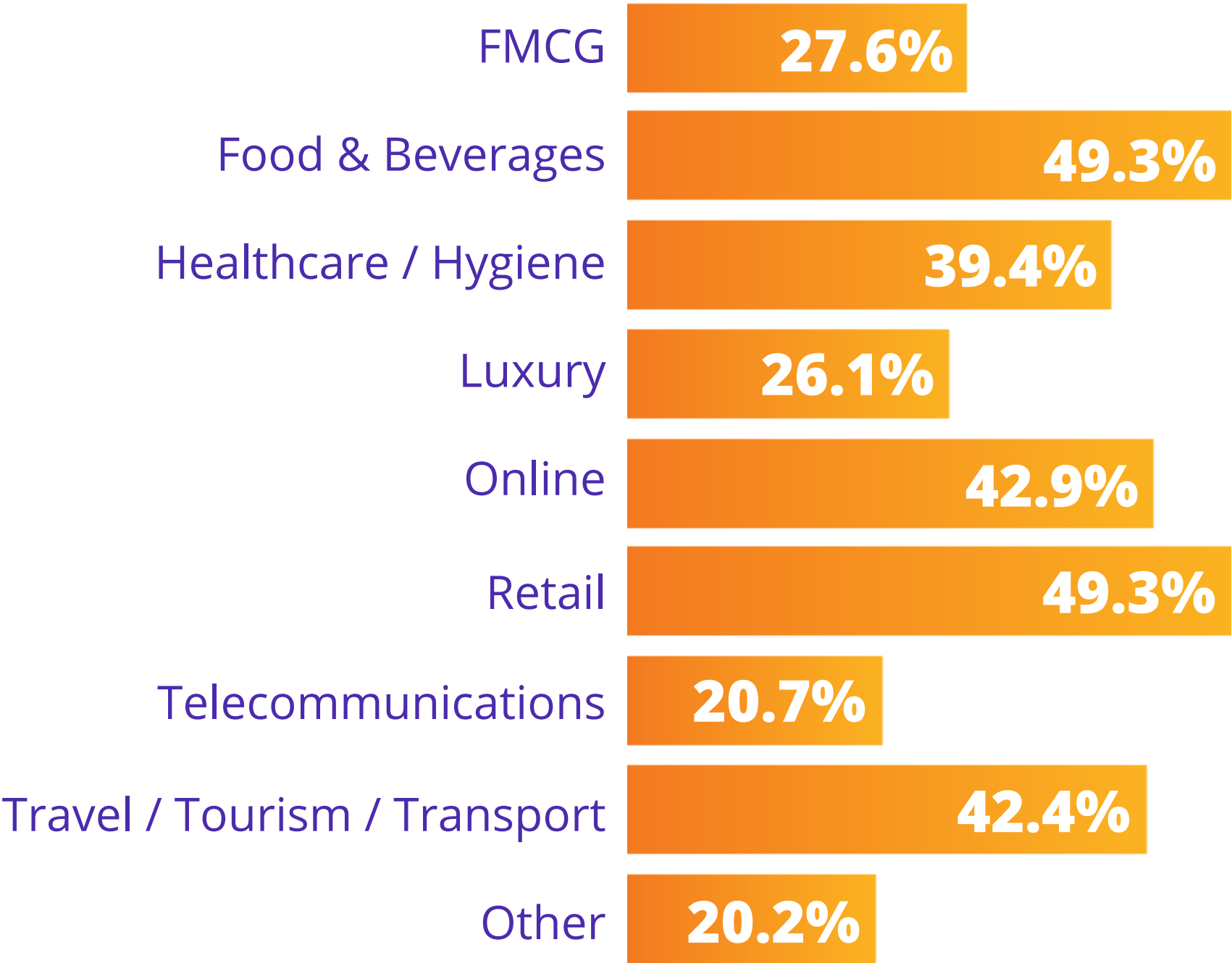
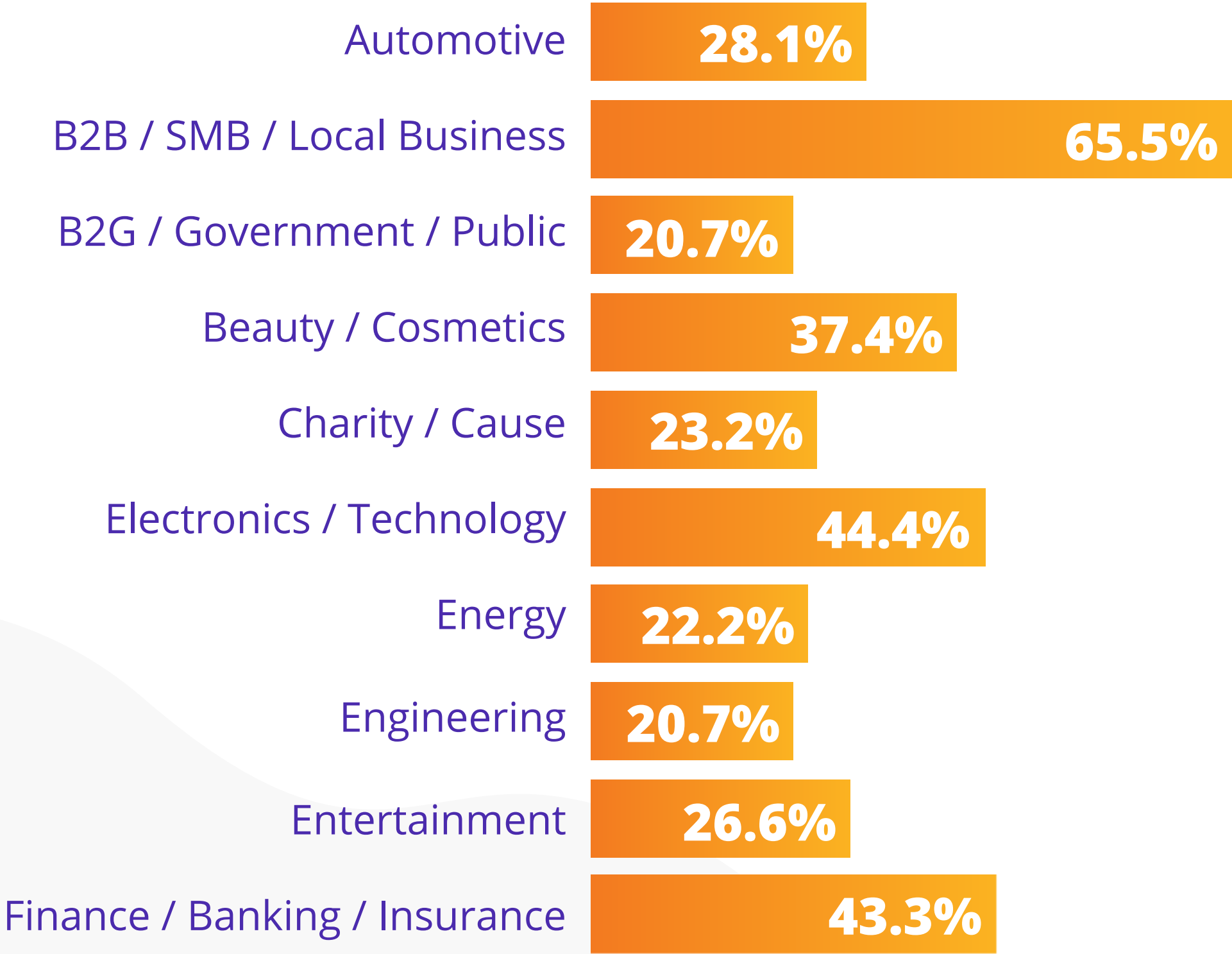
# What year was your agency founded?

202 responses



# What industries are your current clients representing?

203 responses



# Do you have any questions?

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