SURVEY RESULTS

Marketing Relationship Survey

How marketers chose and evaluated agencies

Setup's first survey looked at how clients found partners, what they valued in selection, and how their primary agency delivered.

2018

Research by Setup®

Referrals led agency discovery

Marketers described a selection process grounded in trust, working chemistry and creative capability.

83%
Marketers found agencies through some form of referral

90%
Marketers workedwith morethan oneagency

179
Total survey respondents

Chemistry, creativity and professionalism led

Clients ratedthese qualitiesmostimportantwhenselectingan agency. Awards, agency size and proximity were among the lowest-rated factors.

Relationship attributes drew higher satisfaction

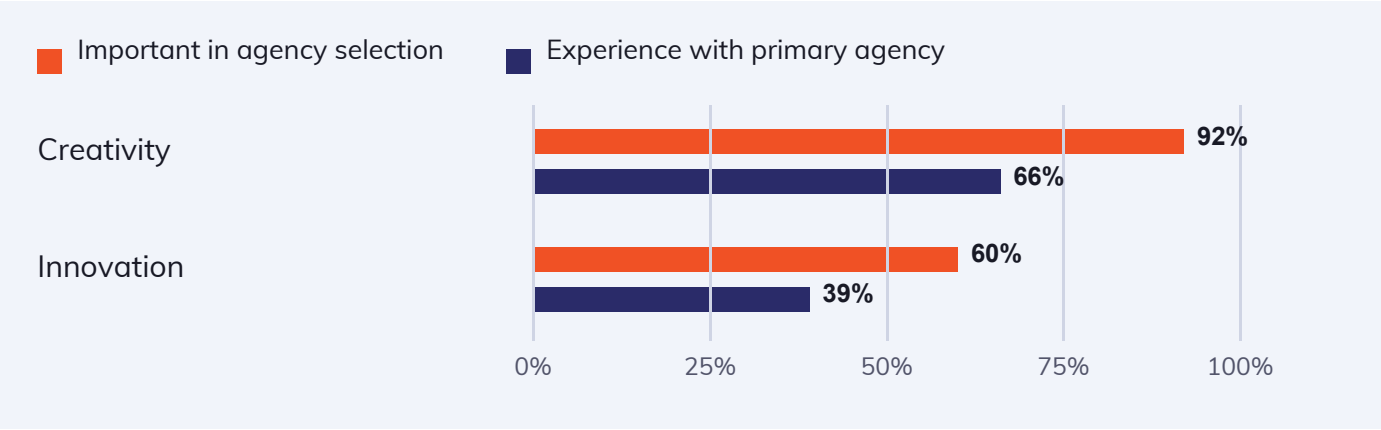
Clients tendedtobe more satisfiedwithareas suchascollaboration, responsiveness and project management than with areas related to delivery, including execution and value.

Creativity and innovation were opportunities

Creativity mattered to92% duringselection.Sixty-sixpercentof client respondents were satisfied with their primary agency's creativity.

Clients valued creativity and innovation

Published results on selection prioritiesandonreportedexperience withthe primary agency.



Source: Setup's published 2018 findings. The experience measure reflects satisfaction with creativity and whether the primary agency regularly delivered innovative ideas.

Use the two measures to discuss how the agency's current work is meeting expectations set during selection.

Most marketers worked across agencies

The inaugural edition showed how often marketers relied on more than one external par tner.

90%

Marketersusedmore than one agency

60%

Marketersworkedwith two to four agencies

11%

Marketersworkedwith ten or more agencies

How marketers found partners

Referrals were the most common route to agency partners. This finding gives teams a baseline for understanding how discovery changed over time.

How teams worked together

Collaboration, responsivenessand project management drew higher satisfaction than many delivery attributes. The survey also highlighted room to improve execution, creativity, innovation, value and use of data.

Clients cared about the seniority of the team

Sixty-three percent ofclientrespondentsagreedorstronglyagreedthatseniority mattered in agency selection.

Staffing the work

Twenty-six percent agreed their primary agency kept junior talent off their account. Use the staffing conversation to set expectations for supervision, access to senior experts and who makes decisions.

Providing creative value

Ask what creative or innovative work the client wants to see and when it will be reviewed. Establish how the agency will show progress on delivery attributes the client values.

About the 2018 survey

Setup's inaugural study examined discovery, selection and the experience of working with agencies.

179
Totalrespondents

82
Identified respondents

10
Questionsin the survey

Field dates	May through August 2018.
Recruitment	Setup targeted senior marketers through email, LinkedIn, social channels and paid media.
Collection	Setup used SurveyMonkey and permitted anonymous responses.
Source scope	The original results include additional charts on marketing spend and agency recommendation scores.

Read Setup's published 2018 findings ›