SURVEY RESULTS

Marketing Relationship Survey

More reviews, lower switching intent

Clientsplannedmore agencyreviewsevenas switchingintent declined. Delivery and business understanding were central to the relationship.

2024

Research by Setup®

Agency reviews were back on the agenda

Thetwo measures describedifferentdecisions.Aclientcanreviewapartnershipand decide to continue it.

68%

Clients planned toreview agency partners by year-end

40%

Clients likelyto switch primary agency within six months

48%

Clients cited dissatisfaction withdelivery

More reviews, fewer likely switches

Switchingintentfell 15 percentage pointsfrom2023. More than two-thirds of client respondents planned to review their agency partners by the end of 2024.

Delivery came first

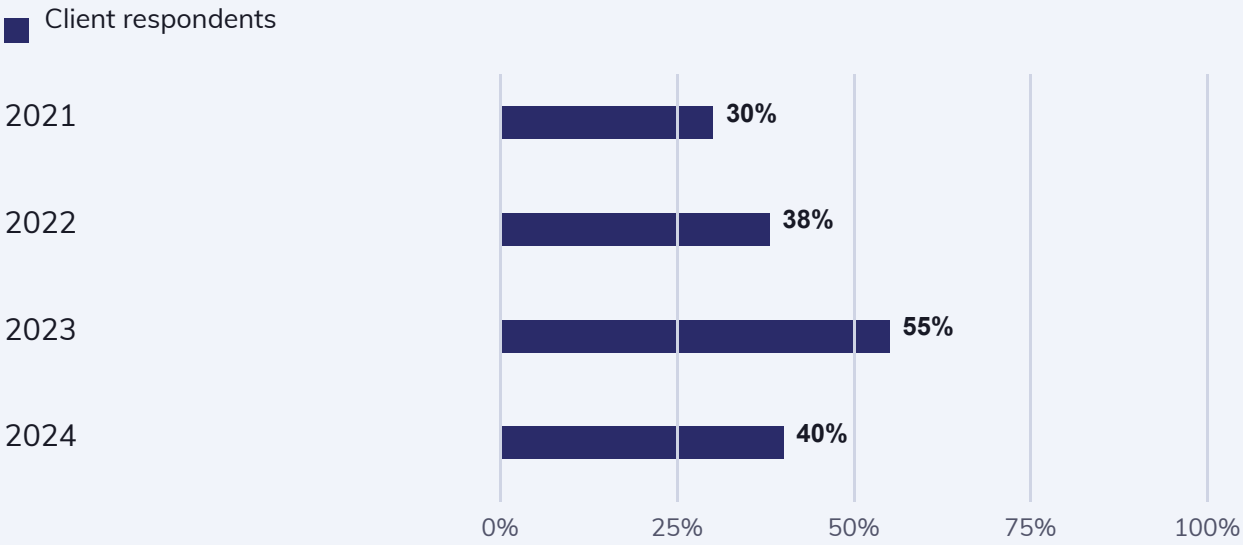
Deliverywasthe mostfrequently cited reason clients gave for leaving an agency. Clients also emphasized the agency's understanding of the business and its strategic approach.

AI reached both sides

Morethanfour in fiverespondents on each side reported using AI. Content creation and analysis were two common uses.

Switching intent eased in 2024

Share of clientrespondentswhosaidtheywerelikelytoswitchtheirprimaryagency within six months.



Source: Setup's 2024 full report, which presents these four published editions side by side. Each year reflects its own survey sample.

In 2024, 88% of client respondents also said they would work with their current agency again if they changed roles. A review is a chance to assess fit and agree on improvements.

Clients put delivery and business understanding first

Setup askedclientswhytheyendedrelationshipsandagencieswhytheybelieved clients left.

What clients reported

Deliveryranked first. Client respondents also placed business understanding and strategic approach high among their reasons for ending a relationship.

Deep knowledge of the client's business and industry mattered both in selection and once the partnership was under way.

What agencies perceived

Agencies ranked client leadership changes and budget cuts as the two most frequent explanations. They placed delivery and understanding the client's business near the bottom.

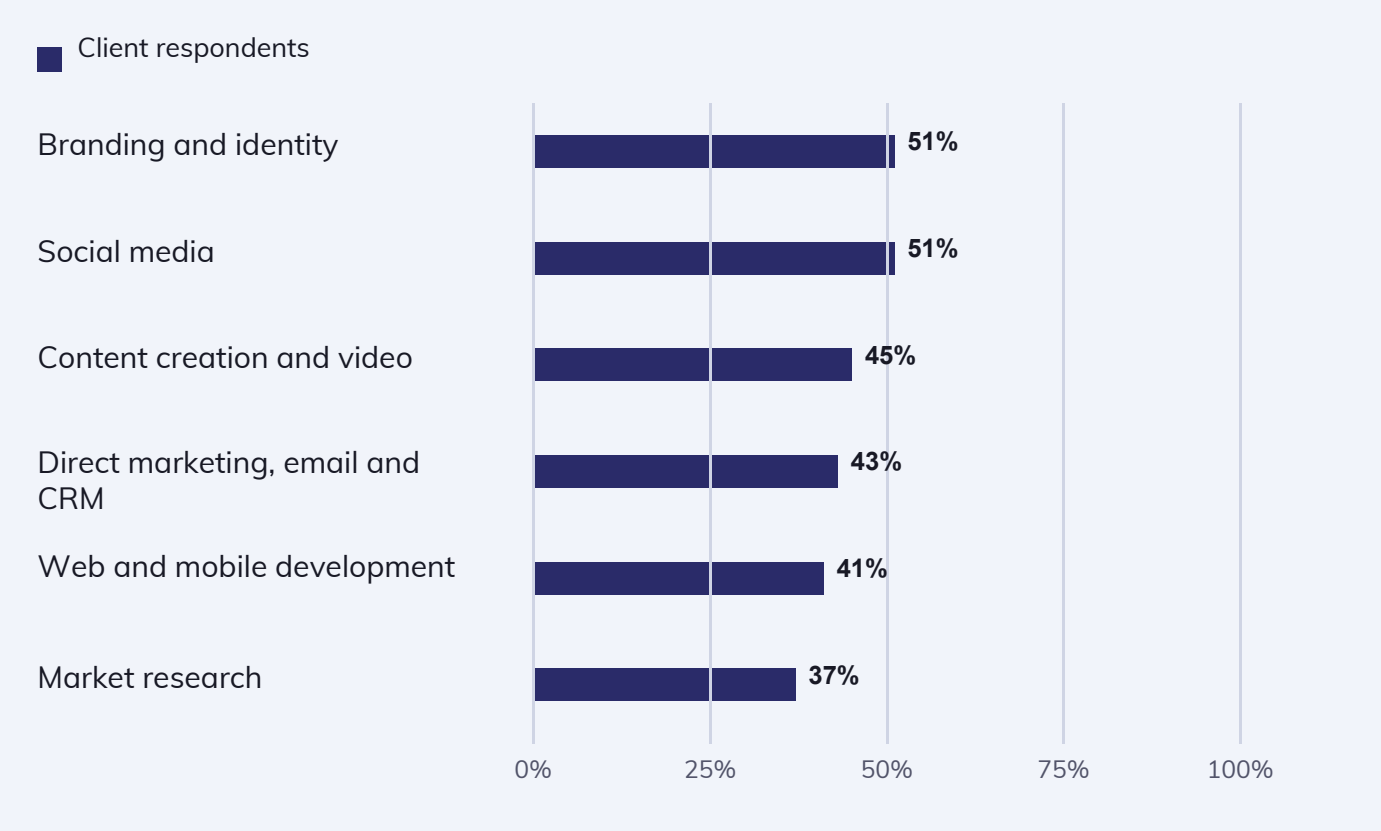
Team retention, finding talent and scaling for projects were among the operational pressures agencies described.

What to discuss in a review

Review delivery againstthebrief, ask how the client's business has changed, and agree on the outcomes the partnership will prioritize next.

Branding and social media led agency needs

The six services client respondents selected most often in the 2024 report.

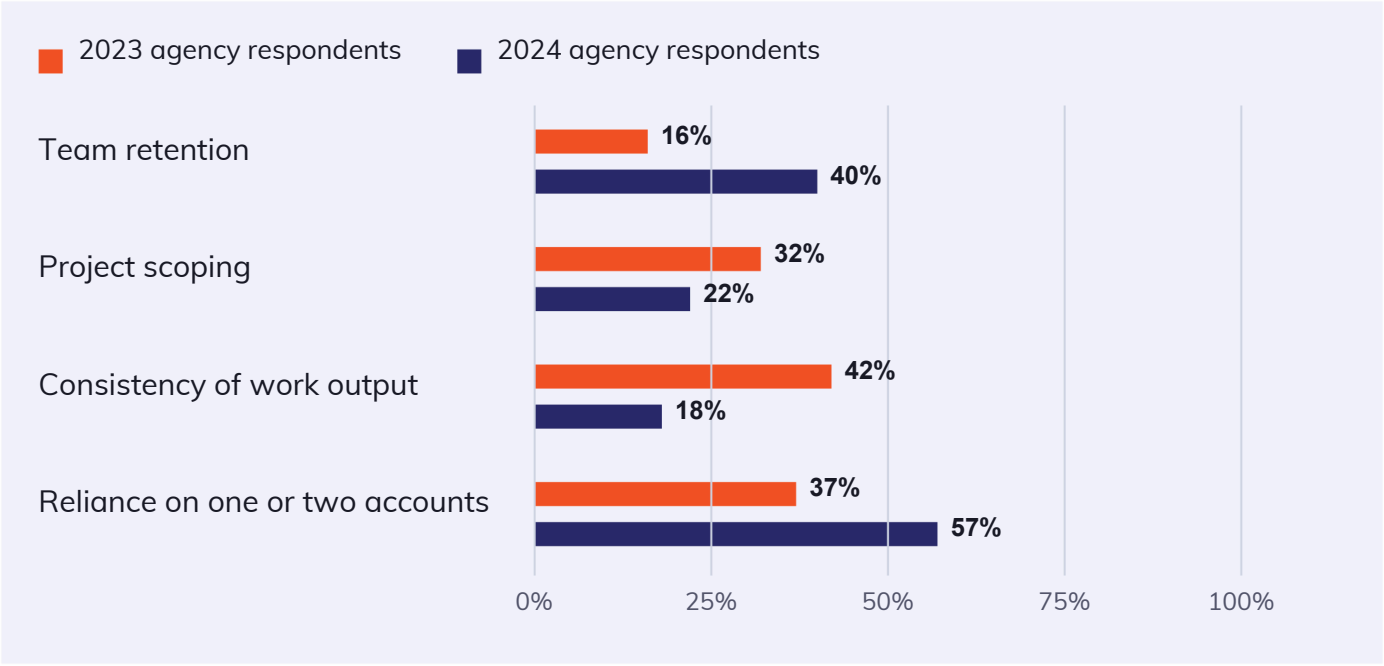


Source: Setup's 2024 full report. Respondents could select multiple services.

Fifty-five percent of client respondents said specialist agencies made more sense than generalists. Forty-four percent said their company was actively bringing more marketing functions in-house.

Talent retention rose as a challenge

Selectedchallengesagencyrespondentsreportedinthe2023and2024 editions.



Source: Setup's 2024 full report. Reliance on one or two accounts comes from the business development question.

The share citing team retention rose by 24 percentage points. The share citing account concentration as a business development challenge rose by 20 points.

Trust shaped search as AI took hold

Referralsandword ofmouthremainedthemostcommonwaysclientrespondents foundnewagency partners.

75%
Clients found agency selection time-consuming

82%
Clientsreportedusing AI

81%
Agenciesreportedusing AI

Making a shortlist

Seventy-sevenpercent of client respondents found the agency selection process challenging. Look beyond your immediate network and agree on the same evaluation criteria for each candidate.

Using AI in a partnership

Both groups used AI forcontent, analysis, operational efficiency, personalization and research. Clarify where AI fits into the workflow and who reviews the output.

About the 2024 survey

Setup'ssixtheditiongatheredresponsesfrommarketersonthe client and agency sides.

400+

Survey respondents

73%

Client respondents were Director level or above

85%

Client respondents involved inagency selection

Agency profile	Forty-seven percent of agency respondents identified as part of their agency's executive team. Fifty percent worked at an integrated agency with digital and traditional services.
How to read	Percentages are shares of the respondent group identified on each page. Results come from the published 2024 report and are descriptive of survey respondents.
Source	This archive edition covers the main findings. The original report includes additional detail and the full services comparison.

Open Setup's 2024 report page ›