Q2 2017 Agency Insight Survey
Uncertainty Sweeps Madison Avenue
Strata Agency Insight Survey

Conducted on a quarterly basis, the Strata Agency Insight Survey engages our 1200+ client base to uncover the issues most important to them. Navigating a complex and evolving industry, our agencies are constantly adjusting their business practices in response to the pressures of the marketplace. This survey is the result of their collective wisdom and judgment. While by no means scientific, our survey has proven to be an excellent gauge of the current media advertising environment.
**Business Challenges**

What has been your biggest challenge in 2017?

- Expanding client roster: 41%
- Client spending: 23%
- Media mix: 16%
- Client retention: 10%
- Advertising costs: 10%

Did you see your business increasing or decreasing in the second quarter of 2017?

- Increasing: 30%
- Decreasing: 30%
- Staying the same: 40%

What do you project your growth to be in the second half of 2017?

- Better: 37%
- Worse: 21%
- Staying the same: 42%

What are your staffing plans in the third quarter of 2017?

- Increasing: 25%
- Decreasing: 5%
- Staying the same: 70%
Advertising Budgets

Are your customers’ Advertising budgets increasing or decreasing?

- Making major increases
- Making minor increases
- Same as last year
- Making minor cuts
- Making major cuts

0% 5% 10% 15% 20% 25% 30% 35% 40%
Right now, my customers are most interested in...

- Digital Video: 26%
- Local TV & Cable: 46%
- Mobile: 13%
- Out-of-Home: 6%
- Radio: 3%
- Network TV & Cable: 3%
- Display: 3%
- Digital Audio: 3%
- Cinema: 3%
- Network TV & Cable: 3%

Please rate your clients' interest in the following media types:

- Printed: Less than last year
- Out-of-home: Same as last year
- Mobile: More than last year
- Display: Less than last year
- Digital Audio: More than last year
- Digital Video: More than last year
- Cinema: More than last year
- Radio: More than last year
- Local TV & Cable: More than last year
Where do you focus your Digital spend? (choose all that apply)

- Paid Social Media: 70%
- Search: 67%
- Digital Video: 66%
- Mobile: 64%
- Display: 64%
- Digital Audio: 37%
Programmatic

What percentage of your media spend is Programmatic?

- More than 60%
- 40-60%
- 20-40%
- 10-20%
- None

Do you trust the efficacy of Programmatic channels?

- Strongly trust: 4%
- Somewhat trust: 46%
- Do not trust: 26%
- Unsure: 24%
Social

Which Social Media Platform are you most likely to use? (choose all that apply)

- Facebook: 97%
- YouTube: 60%
- Instagram: 64%
- Twitter: 38%
- LinkedIn: 22%
- Pinterest: 14%
- Snapchat: 11%
- None: 1%

On which Social Media Platform are your clients SPENDING money? (choose all that apply)

- Facebook: 93%
- YouTube: 55%
- Instagram: 44%
- Twitter: 30%
- LinkedIn: 29%
- Pinterest: 15%
- Snapchat: 14%
- None: 4%
What percent of overall budgets go to paid Social Media?

- 26-50%
- 11-25%
- 6-10%
- 5% or less

Options:
- 0%
- 5%
- 10%
- 15%
- 20%
- 25%
- 30%
- 35%
- 40%
- 45%
Generally speaking, my client’s interest in Live Streaming (e.g., Facebook, Twitter etc.) for a current or upcoming campaign is...

- More than last year: 48%
- Same as last year: 25%
- Less than last year: 4%
- N/A: 23%
**Digital Advertising**

Are you getting a good ROI on recent online Digital Video ad purchases?

- **5%** Great ROI
- **41%** Good ROI
- **47%** Unsure
- **7%** Bad ROI

Are Digital Video ads as effective as traditional TV?

- **21%** Yes
- **40%** Unsure
- **29%** No
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