PPC LEADERS

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PPC Leaders Survey

The survey was conducted by independent agency community Agency Hackers, in partnership with Diginius

Knowing where your PPC agency stands relative to others can be crucial for your growth and sustainability.

The PPC Leaders Report presents the findings of an extensive survey of PPC agency leadership and management. Conducted by Agency Hackers in partnership with Diginius, a leading consolidated PPC platform, the survey aims to provide a comprehensive comparison of agencies' operations, processes, client interactions, and more.

We hope the data collected will serve as a valuable benchmarking tool, offering insight into industry standards and best practices. This report will guide you in making informed strategic decisions that could transform your agency's future.

Dive in to see how you measure up.

Introduction

With the future uncertain, agencies are evaluating every part of their business: what they do, who they do it for, and how they do it – every part of their operations is under the microscope. To help PPC agencies see how they measure up, we wanted to get a snapshot of the current state of play.

So, we surveyed PPC agencies during May and June of 2023 and captured 114 responses from PPC agencies, mostly in the UK.

Most respondents were owners or senior leaders:

- Most of the respondents identified themselves as founders or co-founders of their agencies.

- A significant number of respondents also identified themselves as "Head of" or similar, suggesting that they are likely in a leading role within their company but not necessarily owners. Usually they're heavily involved in day-to-day operations and tactical decision making.

- A few respondents identified themselves as "Non-owner MD" or similar, suggesting they hold a top management position but do not own the company.

Agency headcount varied widely:

- Most of the surveyed PPC agencies appear to have a headcount in the range of 5 to 30 employees.

- A considerable number of agencies fall into a smaller headcount category, having between 2 and 10 employees.

- There are also several larger agencies with headcounts between 30 and 60. These are likely established agencies with a broad client base and diverse services.

Most respondents were quite seasoned PPC veterans:

- A majority of respondents (66%) have "5-10 years" or "10+ years" of experience in PPC, suggesting a high level of expertise within the surveyed group.

- The next most common category (19%) is "2-5 years", indicating a sizable portion of respondents have a moderate amount of experience.

- Fewer respondents fall into the "1-2 years" and "<1 year" categories.

Section 1

Client questions

"Are You Finding it Harder to Demonstrate Value to Clients?"

We asked PPC agencies if they're finding it harder to show clients they're worth the money. Half said yes, and half said no. There's a clear difference in how the two sides think.

Here are the key takeaways:

Factors Making it Harder to Demonstrate Value:

1 Evolving Client Expectations

Some agencies say it's tougher to prove their value because clients know more about the business. They want more customization, faster results, and clear evidence of how the agency's work is helping their business.

"Clients want more hard evidence of how we're helping."

"Clients want us to show them real-time results."

"Clients want clear proof that our strategies are helping their business."

2 Growing Use of Automation and Data

The move from manual work to automated tools and the use of more data and analytics is making it harder for some agencies to stand out.

"It's harder because there are so many automation tools now."

"We're having to move from doing things by hand to using automated tools."

"There's a lot more emphasis on data and analytics now."

Factors Making It Easier to Demonstrate Value:

3 **Keeping Up with Change**

Other agencies say they're not finding it harder to show value. That seems to be because they're embracing new technologies, using analytics in their reports, and making sure their services match up with what their clients need.

"We're using new tech to stay ahead."

"We're using advanced tools to show clients what they're getting."

"We make sure our services meet what our clients want and expect."

4 **Talking Clearly and Being Open**

Agencies that aren't finding it harder to demonstrate value also seem to be great at keeping their clients in the loop. They talk clearly, share regular updates, and use analytics to help.

"No, our detailed reports make it easy to show our value."

*"No, we chat with our clients at least four times a month to address their concerns."*

"No, our regular and clear reports help clients see the value we bring."

5 **Choosing the Right Clients and Pricing Well**

Some agencies say they're not finding it hard because they pick clients who understand and appreciate their services, and they're clear from the start about what they can deliver and how much it will cost.

"No, because we carefully choose our clients which helps avoid big problems."

"No, because our prices are fair and we're clear from the start about what results we'll deliver."
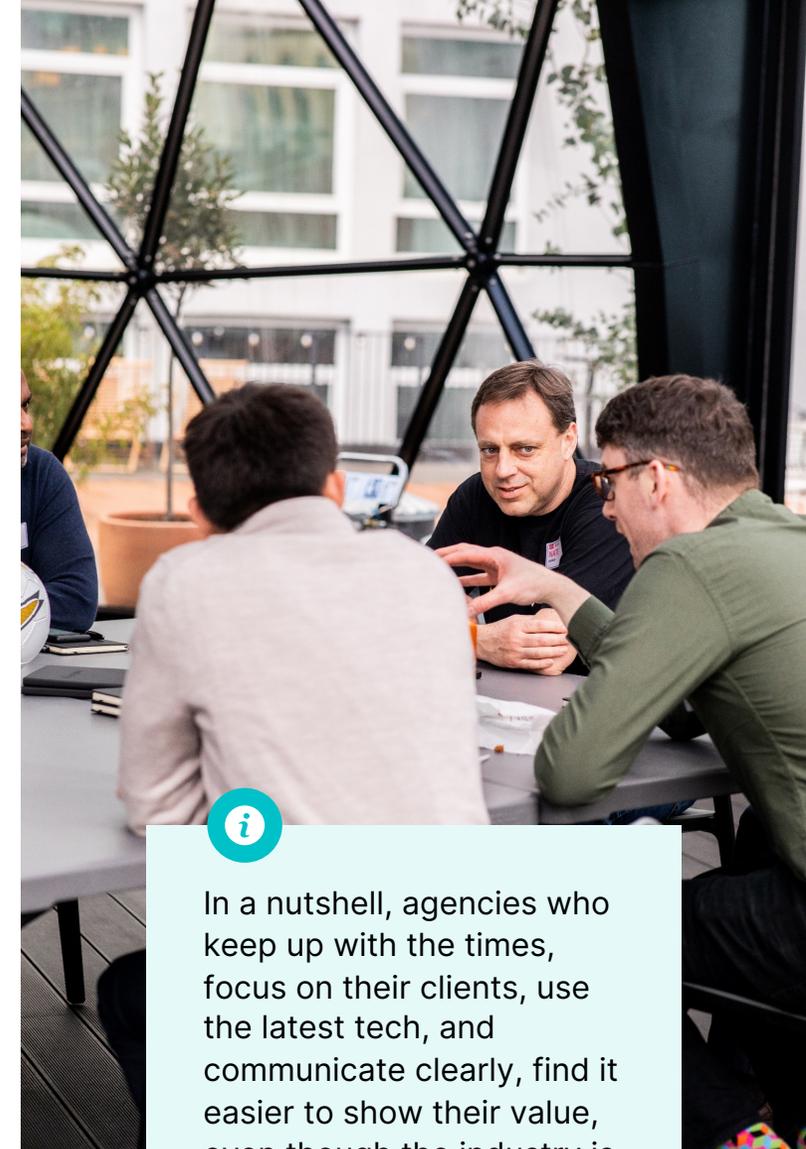
In a nutshell, agencies who keep up with the times, focus on their clients, use the latest tech, and communicate clearly, find it easier to show their value, even though the industry is always changing.

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"What Are Some Characteristics of Your *Most* Favourite Clients?"

We all have a favourite client. So, we asked PPC agencies to paint a picture of the people they most like working with. Broadly, people described **eight characteristics** they appreciate in a client.

1. Respect and Trust:

> *"Trusting, open, engaging"*

Agencies like clients who trust them. They need space and patience to do their work – as results can take time. PPC agencies appreciate clients who trust their professional expertise and judgement. They value the freedom to strategise and apply their knowledge without undue interference.

They like clients who respect the agency's time, understand the complexity of PPC campaigns, and acknowledge that results can sometimes take time to materialise.

2. Open Communication and Transparency:

> *"Good client relationship, open to new ideas and receptive of issues/challenges"*

Agencies favour clients who maintain open, honest, and transparent communication. This includes providing necessary data, which some clients like to guard, and being upfront about their business figures, goals, and expectations. Timely feedback and responsiveness are also highly appreciated.

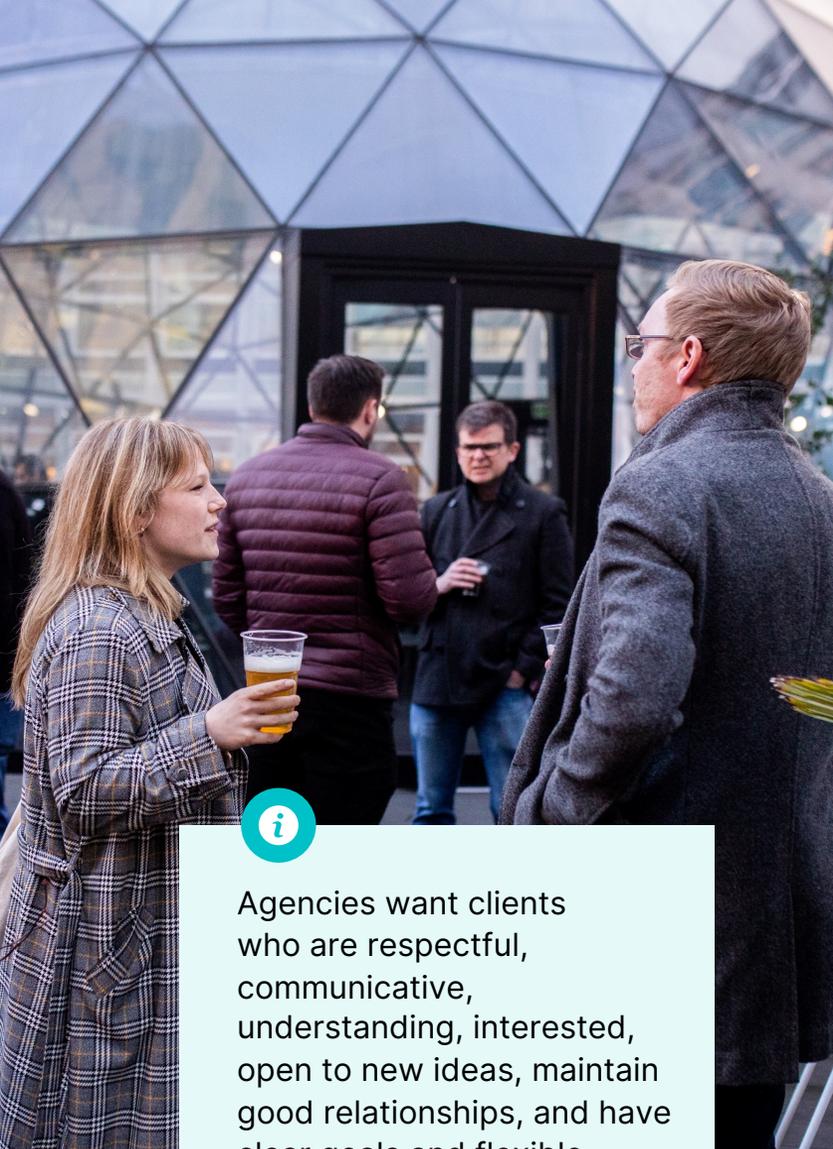## 3. Openness to Innovation and Change:

> *"excited to test new things, give us that autonomy to do our job, praise us for doing a great job"*

Agencies like clients who are open-minded, receptive to new ideas, and willing to adapt their strategies based on recommendations. This openness also includes being willing to experiment with different strategies, invest in new technologies, and accept changes necessary for their PPC campaigns.

4. Understanding and Realistic Expectations:

> *"Understanding of our service, realistic expectations"*

Clients who understand the PPC landscape, the importance of data in decision-making, and have a realistic understanding of what PPC can achieve are favoured by agencies. An understanding of their target audience, market, and customer base also helps in creating effective PPC campaigns.

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5. Engagement and Interest:

"They ask good questions and know how to interpret numbers"

Agencies value clients who are engaged and seem genuinely interested in their work. This includes asking good questions, interpreting numbers, and showing interest in understanding PPC metrics. An engaged client often leads to a productive working relationship.

6. Positive Business Relationship:

"Good day to day relationship. Friendly, honest, keep us informed about wider business"

Maintaining a positive, friendly, and respectful business relationship is important to agencies. Respondents preferred courteous and professional clients who appreciate the agency's work and effort.

7. Clear Goals and Vision:

"Responsive, engaged, driven, goal orientated, receptive to ideas"

Agencies appreciate clients who have clear goals, a long-term vision, and are driven towards growth. A client that knows what it wants makes strategising and implementing PPC campaigns more streamlined and effective.

8. Budget Flexibility and Holistic Approach:

"Good tracking in place and holistic approach to marketing (all channels impact each other)"

Clients with flexible budgets, openness to increasing budgets based on results, and those who consider a multi-channel or holistic approach to marketing are favoured.

Agencies want clients who are respectful, communicative, understanding, interested, open to new ideas, maintain good relationships, and have clear goals and flexible budgets.

"What Are Some Characteristics Of Your *Least* Favourite Clients?"

1. Lack of Trust and Respect:

" *"Closed, controlling, unrealistic"*

Many respondents describe their least favorite clients as being suspicious, closed off, or controlling. This lack of trust and respect can significantly hinder the ability to implement effective strategies and achieve optimal results, because a PPC agency needs the trust and respect of the client to carry out its work effectively.

2. Open Communication and Transparency:

" *"Poor comms, rude at times, have their own agenda and try to lead the relationship"*

Clients who do not communicate effectively or are slow to respond can make a PPC agency's job harder. In addition, lack of transparency can prevent an agency from fully understanding a client's business and needs, making it difficult to develop an effective PPC strategy.

3. Resistance to Innovation and Change:

" *"Not open to testing, skeptics of automation, machine learning, smart bidding etc."*

Clients who are resistant to new ideas or strategies can limit a PPC agency's ability to optimise campaigns and explore new possibilities. People who are skeptical towards emerging trends and technologies such as automation, machine learning, and smart bidding are hard to work with.

4. Unrealistic Expectations:

" *"Focus on unrealistic targets, wanting to achieve high revenue and ROI"*

Some clients have unrealistic goals or expectations regarding what PPC can achieve. These clients may expect quick results or high revenue and ROI, and they're generally disappointed if those expectations aren't met.

5. Micromanagement and Overbearing Control:

" *"Micromanagers – and asking too many questions too soon!"*

Clients who micromanage or overly control the relationship make it harder for an agency to do its job. This type of behavior limits the agency's freedom and autonomy, which often results in less innovative or less efficient strategies. You do what the client wants, not what it needs.

Picture this:

Which client do you NOT want it to be? Everyone can answer this! This question aims to understand the characteristics of least favorite clients from the perspective of PPC agencies. There seemed to be **10 characteristics** of a "bad client" – here's what they are.

6. Lack of Understanding of PPC Complexity

" *"Unpleasant/rude. Overly demanding. Don't understand modern PPC complexities/market changes etc."*

Clients who don't understand the complexities of modern PPC or the impact of market changes can make it harder for agencies to get results. This lack of understanding can also lead to unreasonable demands or criticism.

7. Poor Business Relationship:

" *"Panicky, flakey, not dedicated to their business, poor customer service"*

Some clients exhibit behaviors that can strain the client-agency relationship, such as being panicky, flakey, or not dedicated to their business. Poor customer service can also negatively affect the relationship and hinder the agency's work – it's a huge factor that's outside of the agency's control.

8. Short-Term Focus, Neglecting Long-Term Strategy:

" *"owners, fiddlers, short term thinkers"*

Clients who only focus on short-term results and neglect long-term strategic planning can make PPC campaigns less effective. PPC often requires a long-term view to fully optimise campaigns and achieve sustainable results and having a client breathing down your neck isn't particularly conducive to that!

9. Lack of Value for Expertise and Work Done:

" *"Don't appreciate the skill involved. Unappreciative that the best results come when it is a partnership."*

Some clients do not appreciate the skill and expertise involved in effective PPC management. They may fail to recognize the value of the partnership with the agency, which can demotivate the team and limit the potential of the campaigns.

10. Inflexible Budget and Lack of Resources:

" *"Fixed budgets, no comms."*

Clients with fixed budgets and insufficient resources can constrain the PPC agency's ability to optimise campaigns and explore new opportunities. When a client is finding its feet and trying to run in several directions at once, PPC can suffer.

"How Do You Communicate With Your Clients?"

No news is good news... said no client, ever! So, how does your PPC agency keep clients in the loop?

Transparent communication is key to successful PPC campaign. Successful agencies know it's crucial for PPC agencies to consistently keep their clients informed about campaign strategies, progress, and results – strengthening the trust and enhancing the overall working relationship.

Agencies told us they vary in their approach to this, but common themes revolve around the use of real-time dashboards, weekly updates via emails or calls, and detailed monthly or quarterly reports. Many also tailor communication methods based on each client's needs.

Use of Real-Time Dashboards:

Many agencies use online dashboards for clients to check performance at any time. Tools like Google Data Studio, Looker, and other real-time dashboards provide up-to-date insights on campaign performance. A respondent noted, "We provide a real-time dashboard and weekly check-ins to discuss campaign progress."

Frequent Check-ins:

Regular check-ins, whether via email or calls, are critical in ensuring alignment and addressing any concerns. "Weekly email updates with key performance metrics, along with monthly video calls," was a popular approach.

Detailed Reports:

Agencies often provide detailed monthly or quarterly reports to provide an in-depth analysis of campaign performance. One response mentioned, "Monthly performance reports with detailed insights and recommendations, alongside regular email updates."
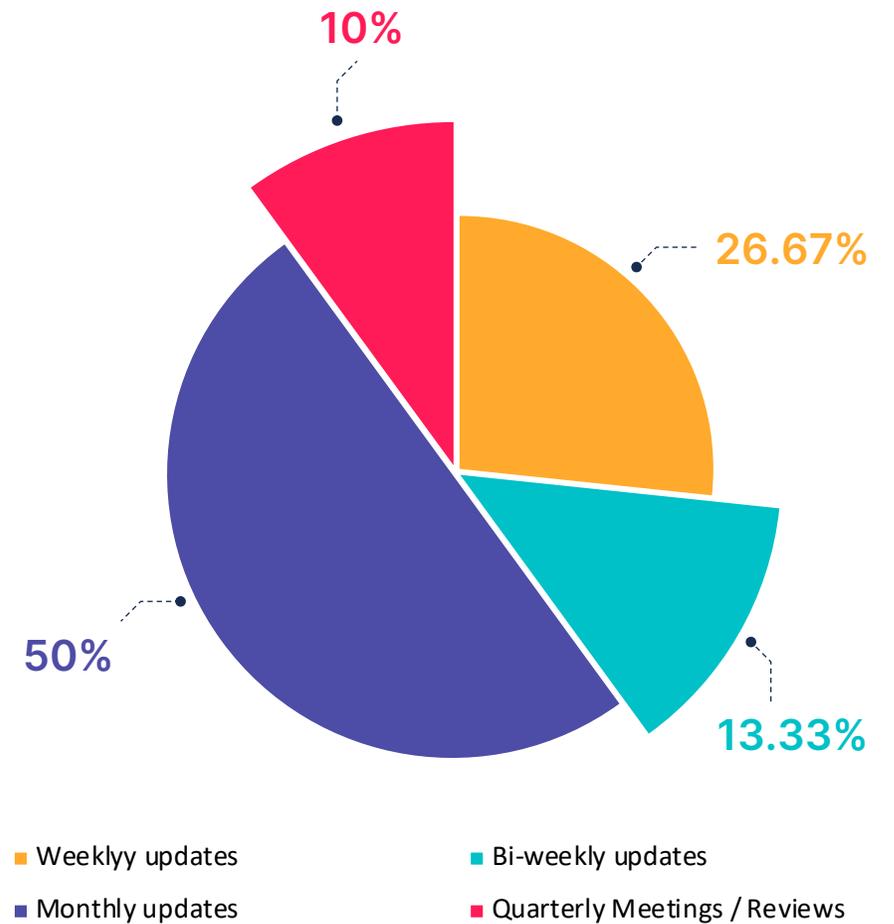
Use of Multiple Platforms:

Some agencies use a combination of tools to keep clients updated, such as Trello for project management, email for communication, and Data Studio for performance reporting. "Roadmaps/Trello/calls/reporting (Looker Reports/GDS)" was one such method.

Client-Specific Communication:

Understanding that each client's needs and preferences may vary, some agencies take a flexible approach, tailoring their communication method to each client. As one participant said, "Really depends on the client... It's flexible."

10%

26.67%

50%

13.33%

- Weeklyy updates
- Monthly updates
- Bi-weekly updates
- Quarterly Meetings / Reviews

"What Are You Measured On As An Agency?"

How are PPC agencies measured?

We delved into the specifics of PPC agency assessment to find out how clients are gauging the success of agencies' work.

Respondents could select any combination of these five options:

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1. ROAS (return on ad spend)
2. REVENUE
3. CPA
4. LEADS
5. PROFIT
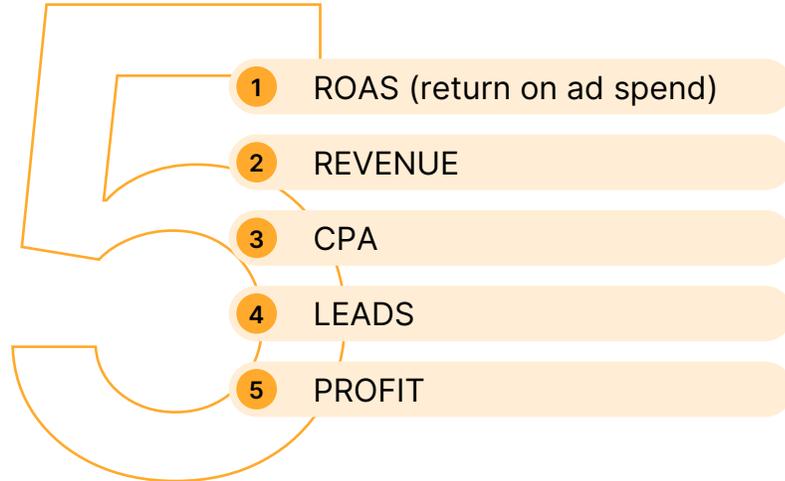
In general, it seems that most respondents are measured on multiple factors as an agency – with many including all five options.

The most popular combination of options among the respondents were:

"ROAS, Revenue, CPA, Leads, Profit"
"Revenue, CPA, Leads, ROAS"

Each was selected 7 times.

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"Media Mix – How Is Your Ad Spent Split?"

We asked how agencies rated their ad spend across seven platforms: Google, Facebook, Microsoft Advertising, TikTok, Amazon, Pinterest, and LinkedIn.

Obviously PPC agencies have a buffet of advertising platforms to choose from, each with its unique strengths. As you'd expect, Google Ads still dominates search engine marketing, but Microsoft platforms present an often underutilised opportunity.

Good agencies know that for a successful campaign it's crucial to craft a media mix that aligns with a client's goals, target audience, and budget. The right blend leverages each platform's strengths to amplify a brand's message and deliver tangible results.

The data shows each respondent's rating of their ad spend on a **scale from 1 (low spend) to 5 (high spend).**

Google

Most respondents rated their ad spend on Google as 5, the highest possible rating. As you'd expect, the majority of respondents are spending a high portion of their advertising budget on Google.

facebook

Facebook has a mix of ratings from respondents. A significant number of respondents rated their ad spend on Facebook as 3, 4, and 5, suggesting a high to moderate spend.

Microsoft Advertising

The majority of the responses for Microsoft Advertising are lower ratings, with the majority being 1 and 2. This indicates that most respondents do not yet allocate a significant portion of their advertising budget to this platform.

TikTok

Most respondents rate their TikTok ad spend as 1, indicating a low ad spend on this platform.

amazon

Just like TikTok and Microsoft Advertising, the ad spend for Amazon was mostly rated as 1.

Pinterest

The majority of ratings for Pinterest were also 1, indicating a low ad spend on this platform as well.

Linked in

Most respondents rated LinkedIn as 1, with a few rating it as 2 or 3. This suggests a lower spend on LinkedIn compared to platforms like Google and Facebook.

Overall, it seems that respondents tend to spend more of their advertising budget on Google and Facebook, and less on Microsoft Advertising, TikTok, Amazon, Pinterest, and LinkedIn.

We've seen from the report how agencies are under increasing pressure to demonstrate value. As an agency, if you want to retain clients and attract new ones, it's worth exploring the effectiveness of Microsoft Advertising vs Google Ads.

Not only do Microsoft Audience Ads give advertisers complex, detailed, and dynamic online marketing tools, but it does so at a lower price. It is roughly 30-50% cheaper per click than Google, offering far better value for money. Microsoft Audience Ads average a £1.12 CPC, which is generally lower than most Facebook advertising campaigns.

The Microsoft Audience Network also offers advertisers a comprehensive set of advertising tools designed to optimise conversion and user targeting by leveraging Microsoft first-party data. Its dynamic approach to organic ad placements on IAS-certified platforms is fuelled by powerful AI that works: at £1.12 CPC on average, Microsoft Audience Ads are more efficient than competitors.

Aside from this, Microsoft Audience Ads is also notable for its unique LinkedIn data targeting. Advertisers can dial in on specific industries, companies, and job titles, providing an extraordinarily specific audience. It's perfect for businesses looking to hit particular niches within B2B contexts.

"How Many PPC Campaigns Does Your Agency Manage On Average Per Month?"

How many plates are you spinning?

This question explores the average number of PPC campaigns managed by agencies each month. It offers insights into industry norms, workloads, and capacity.

Here's how the landscape unfolded:

- There's a wide range in the number of campaigns managed, from as few as 5 to "thousands". There was significant diversity in the sizes and capacities of the agencies surveyed.
- Most of the agencies seem to manage between 10 and 500 campaigns.
- The most common specific number of PPC campaigns managed per month is 100 – with 13 agencies managing this many.

We also wanted to understand the average monthly spend on PPC campaigns, as well as the number of clients these agencies manage.

- PPC campaign budgets vary widely – from as low as £2,000 to as high as £150,000.
- Most of the clients, however, spend £5,000 on average per month, which is the most frequent amount cited.

The number of clients an agency manages PPC campaigns for varies widely, with a range from as low as 5 to as high as 130.

- The smallest number of clients being managed by an agency is 5.
- The highest number of clients an agency is managing is significantly higher at 130.
- There seems to be a substantial group of agencies managing around 20-40 clients. This might suggest a typical or manageable client load for many agencies.

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"How Do You Price As An Agency?"

What to charge – and how? It's always been a huge topic of conversation for agencies!

PPC agencies need to balance several challenges when deciding how to price. They need to account for their expertise, effort, and time, while ensuring competitive pricing in the market. Also, your profitability can significantly impact client satisfaction when you're choosing a pricing model – adding an extra dimension to your decision making.

The responses to the question "How do you price?" fall mainly into several key categories: based on a flat fee, percentage of ad spend, billable hours, performance-based pricing, custom or client-specific pricing, and tiered pricing models. Some agencies employ a combination of these methods.

Flat fee pricing:

Many respondents charge a flat fee for their services. This is often combined with another pricing method such as percentage of ad spend or performance-based pricing. For instance, one respondent mentioned, "We charge a flat fee and a percentage of any increase in sales."

Percentage of ad spend pricing:

This is a popular pricing method where agencies charge a fee that is a certain percentage of the client's ad spend. One agency described their approach as, "Pricing is based on a percentage of total ad spend."

Billable hours:

Some agencies base their pricing on the number of hours their team works on an account. A respondent clarified, "Based on the number of hours our team works on the account."

Performance-based pricing:

Here, fees are tied to the performance of the PPC campaigns. One respondent put it as, "Our pricing model is performance-based with a percentage of the ad spend."

Custom pricing:

A number of agencies use a customised pricing model that takes into account the specific needs of the client, the scale of the project, and other factors. An agency explained, "We offer custom pricing for each client, based on their specific needs."

Tiered pricing:

In this model, agencies offer different levels of service at different prices, often based on the scale of the client's ad spend or the complexity of the campaign. This approach is summarised by a respondent who stated, "We have a tiered model based on ad spend."

Leadership

"What Are Your *Favourite* Parts Of Your Job?"

While it's true that running a PPC agency comes with its share of challenges, there's still a thrill that keeps us hooked. Amid the occasional groans, we still enjoy getting stuck into the heady concoction of data analytics, strategic thinking, and client interactions.

We asked agencies what their favourite part of the job was. Peoples' responses largely revolved around client engagement, team collaboration, and the continuous learning and problem solving that comes with the territory – as well as seeing tangible results from their efforts.

Key Insights:

Client Growth and Impact:

Many respondents expressed a deep satisfaction in driving client growth and making a significant impact on their businesses. As one respondent puts it, "Driving client growth and helping them achieve their business objectives is incredibly fulfilling."

Strategic Planning:

Agency leaders get a buzz from developing long-term strategies for clients, and the intellectual stimulation that accompanies it. As one respondent told us, "Working out long-term strategies for clients gives me the opportunity to think critically, analyse data, and develop comprehensive plans to drive their success."

Winning New Business:

The sheer thrill of acquiring new clients and winning new business is a rewarding part of the job for many respondents. In the words of one, "Winning new business is an exciting part of my role. It allows me to showcase the value of our agency and build new partnerships."

Data Analysis:

Many respondents find the process of diving into data and using insights to inform decisions hugely rewarding. As one respondent stated, "Data analysis is a key aspect of my job, and I enjoy diving into the numbers to uncover insights and make data-driven decisions."

Continuous Learning and Adaptability:

Respondents seem to love the constant learning and adaptability that their roles demand – from testing new activity types and networks to learning about new industries. One respondent said: "I love the challenge of getting stuck in to new industries, expanding my knowledge and expertise along the way."

Team Collaboration:

PPC is a team sport – so it's no surprise that teamwork is a favorite aspect of the job.

Problem Solving:

The ability to solve complex challenges is an exciting part of the job for many respondents. One person said, "Problem-solving is a fundamental part of my job, and I enjoy tackling complex challenges and coming up with solutions to do what our clients are asking us to do."

Seeing Results and Making a Difference:

The ultimate satisfaction comes from seeing the results of their efforts, whether it's witnessing clients' growth, applying successful strategies across accounts, or making an impact on brands. As one respondent summarized, "Seeing the excitement and satisfaction on our clients' faces when they see it working is truly fulfilling."

The survey responses reveal a range of challenges faced by PPC agency owners in managing their operations. Here are the key insights, peppered with a few direct quotes for context:

Staff Development and Talent Acquisition:

Many respondents noted the difficulties of nurturing their staff and acquiring the right talent. One stated the struggle of dealing with "talent not following process" while another described "finding talent" as a major frustration.

Time Management:

Several owners felt a persistent pressure of time. A poignant remark about this struggle was: "Lack of time to make sure everything is as awesome as I aspire it to be."

Client Expectations and Education:

Managing and aligning client expectations surfaced as a common issue. "Clients with unrealistic expectations" was a recurring theme. Moreover, educating customers about new changes posed another challenge.

Implementation of Strategies:

Resistance from companies towards executing proven growth strategies was another point of contention. One respondent vented frustration about "Working with Companies that don't implement our proven growth strategies."

Team Performance and Client Relationships:

Poor performing team members and difficult clients presented hurdles in maintaining a healthy work environment and client relationships.

Platform and Technical Challenges:

Some respondents were frustrated with the lack of platform support and changing campaign types on platforms like Google Ads. One respondent shared, "The platform software's like Google Ads changing some of our key campaign types."

Employee and Client Happiness:

Maintaining employee happiness, growth plans, and client retention was a concern for some.

Balancing Risk and Growth:

Another challenge was finding the equilibrium between risk and growth, indicating the inherent uncertainties of the industry.

Meetings and Quality Assurance:

Repetitive meetings and ensuring quality across all activities were cited as significant pain points, showcasing the complexity of running a successful PPC agency.

Trust Issues:

A couple of respondents mentioned a lack of trust from clients, emphasizing the importance of transparent and clear communication.

"What Parts Of Your Job Are The Most *Frustrating?*"

It's not all roses! Being at the helm of a PPC agency means doing certain tasks that you don't relish. We asked people what parts of their job were most frustrating – and the responses outlined a wide array of challenges that come with the job.

Major themes that emerged include issues surrounding staff development, talent acquisition, time management, client management, dealing with platform changes and updates, and maintaining quality of work. It's clear that balancing multiple responsibilities and managing both internal and external expectations are significant sources of frustration.

"How Positive Do You Feel At The Moment?"

What's good right now?

We asked people how positive they feel about the future of their business (out of 10) and we asked them what they are most excited about at the moment.

Firstly, the numerical data shows that the majority of respondents are quite optimistic about their businesses' future. Most of them have rated their optimism at 9 or 10, which indicates a high level of positivity

Fewer respondents rate their optimism at the middle of the scale or lower (5-8), suggesting that most are not just moderately positive, but highly positive.

The lowest rating given is 5, which still indicates a certain level of optimism.

As for what the respondents are excited about, several key themes emerge:

Growth:

Many respondents express excitement about growth, whether it's in terms of scaling up, expanding internationally, attracting more clients with larger budgets, or growing their team. This is consistent with the high levels of optimism about the future of their businesses.

Technology and Innovation:

Many are excited about embracing new technologies, particularly AI and automation, which they see as having potential to positively impact their businesses. Topics like machine learning, advanced automation solutions, big data optimization, and the introduction of more sustainable practices also come up.

Changes and Challenges:

Respondents mention being excited about reorganization, taking on more competitive markets, the increasing complexity of managing PPC campaigns, and meeting changing client expectations. This again aligns with high optimism levels, showing a readiness to embrace change and overcome challenges.

Diversity:

Several respondents mention being excited about diversity, either in terms of their new clients, their team, or their projects. This reflects a broader trend in business towards valuing diversity and inclusion.
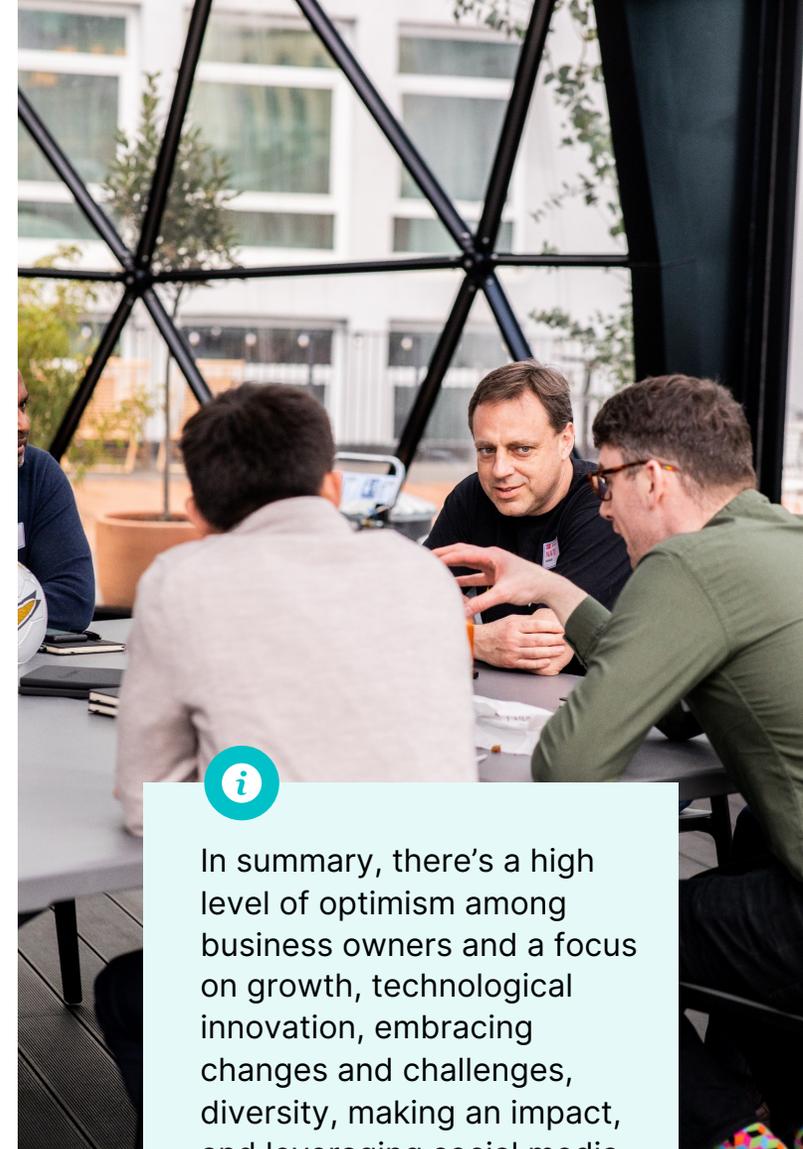
Impact:

Many express excitement about making a positive impact, whether it's through helping clients succeed, empowering businesses digitally, or creating a positive impact through their work.

Social Media and Digital Advertising:

Some respondents are excited about figuring out social media, harnessing the power of social media marketing, and the rise of new advertising platforms.

In summary, there's a high level of optimism among business owners and a focus on growth, technological innovation, embracing changes and challenges, diversity, making an impact, and leveraging social media and digital advertising.

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"What Are You Most EXCITED About At The Moment?"

Agency life never stands still – and agency leadership are generally buzzing about something. In this question, people shared their excitement for a variety of things

The main themes that emerged include growth (of the team, the company, and the client base), the adoption and integration of new technologies (primarily AI and automation), the exploration of new strategies and platforms, particularly in social media and programmatic advertising, the opportunities presented by global expansion… as well as the overall fast-paced, ever-changing nature of the digital marketing industry.

01. Growth:

The most commonly mentioned aspect that participants are excited about is growth – both at a team level and at a company level, including the acquisition of new clients.

02. Adoption of AI and Automation:

A large number of responses indicate excitement about the increasing integration of AI and automation in their work processes, such as improving ad targeting, formulating strategies, and streamlining processes.

03. New Strategies and Platforms:

Several participants are looking forward to testing out new strategies, particularly on social media platforms, and exploring advancements in programmatic advertising.

04. Global Expansion:

Scaling the agency globally and venturing into international markets are also seen as exciting developments.

05. Ever-changing Landscape:

The dynamic nature of the digital marketing industry, with its constant changes and challenges, is another aspect that participants are excited about.

06. Diversity and Inclusivity:

Some participants express excitement about their success in building diverse and inclusive teams.

07. Sustainable Practices:

The introduction of more sustainable practices in their work was also mentioned as a source of excitement.

08. Impact:

Making a positive impact, both through their work and their role in empowering businesses digitally, is another key theme.

From these insights, it can be inferred that participants are motivated by the rapid pace of change, the opportunities presented by new technologies, and the potential to make a significant impact on their clients' success. They also place a high value on growth, diversity, and sustainability.

Section 3

Your Agency

"Are You Currently Using AI In Your Business. Or Exploring How To Use It?"

Most businesses seem to be either using AI already, exploring its possibilities, or have plans to incorporate it soon. The majority of them recognize the potential of AI to enhance operations, increase efficiency, and revolutionize their strategies.

The responses to the survey showed a significant inclination towards the adoption of AI in business operations, with a wide majority confirming their active usage or exploration of AI technologies. The overall trend suggests a continued trajectory towards widespread AI adoption in business operations.

When asked if they are currently using AI in their business or exploring how to use it, businesses gave a variety of responses.

Key Insights:

1 Existing Usage:

Many businesses are already leveraging AI in different ways. They use it in content creation, ad optimisation, customer service, and data handling, among other things. Several respondents stressed the transformative impact AI has had on their operations and efficiency.

"Yes, we're using AI in our PPC optimization efforts."

"AI is integral to our operations, especially for predictive analysis."

"AI has become indispensable in our content creation process."

"AI has significantly improved our efficiency and effectiveness."

2 Exploration Phase:

A considerable number of businesses are in the exploration phase, researching AI and evaluating its potential benefits. While they may not have fully integrated AI yet, they acknowledge its potential.

"We're still exploring the benefits of AI for our business.

We're in the process of evaluating its potential benefits."

"We're studying its impact on campaign performance."

"We're investigating AI for its potential in enhancing efficiency."

3 Planning to Implement:

Some businesses indicated they haven't implemented AI yet, but it's part of their future plan. They're keen to delve into it and seem excited about the possibilities AI could offer.
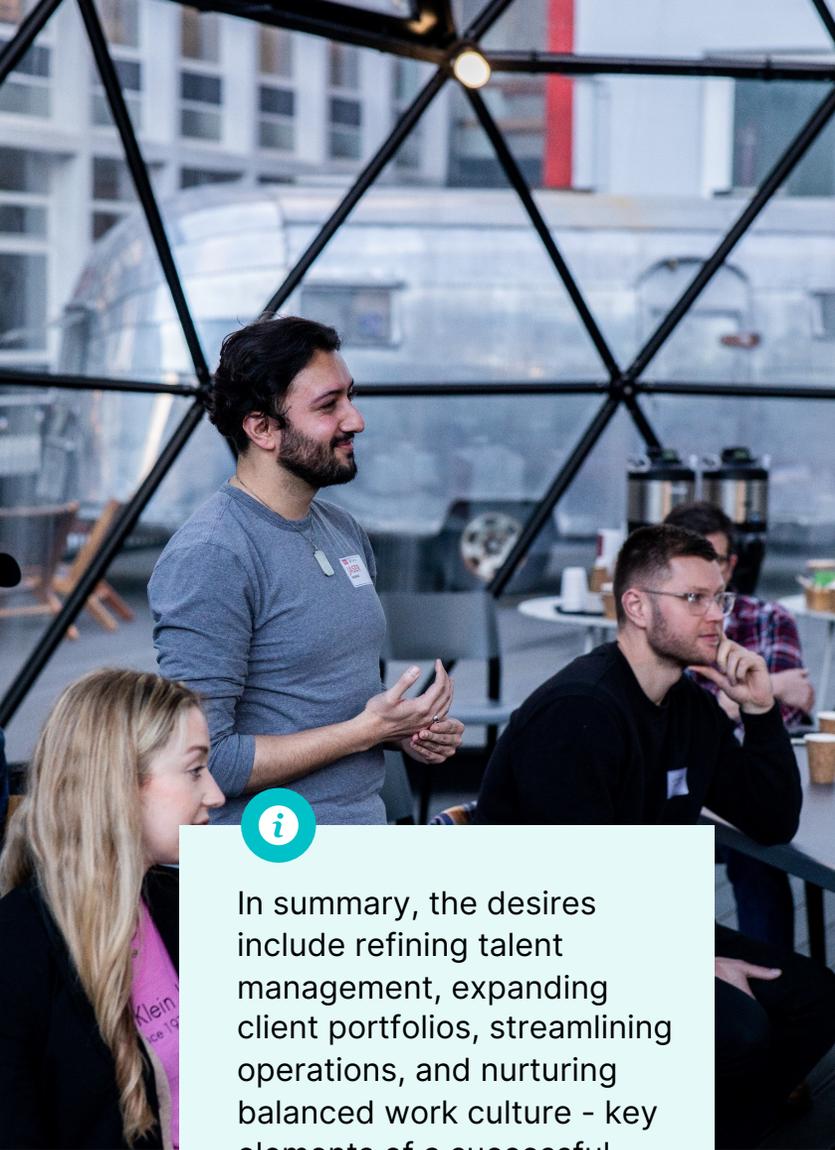
"No, but it's on our roadmap for the future."

"Not currently, but it's definitely in our future plans."

"AI isn't fully integrated yet, but it's on our radar."

"We're keen to explore AI but haven't implemented it yet."

"If You Could Wave A Magic Wand And Improve One Thing About Your Agency What Would It Be?"

We wanted to get a snapshots of what agency leaders would love to see improved in their organisation.

Talent Acquisition & Development:

❝ *"Finding talented and enthusiastic team members"*

Client Base & Profitability:

❝ *"More clients I suppose"*

Operational Efficiency:

❝ *"Streamline our internal processes for efficiency"*

Work-Life Balance:

❝ *"Improve work-life balance for our team"*

ⓘ In summary, the desires include refining talent management, expanding client portfolios, streamlining operations, and nurturing balanced work culture - key elements of a successful agency.

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"What Do You Feel Your Agency Does Well?"

PPC agency leaders believe they excel in:

Relationship Building:

They emphasize creating solid client relationships, fostering trust, and a customer-centric approach.

Creativity and Innovation:

Creativity in ad creation and innovative problem-solving are highlighted.

Performance and Results:

Agencies are results-driven, delivering efficiently, often swiftly, even on tight budgets.

Customer Service:

Top-tier customer service shows agencies' commitment to client satisfaction.

Strategic PPC Campaigns:

Many respondents showcase their proficiency in creating effective, targeted PPC strategies.

Communication and Transparency:

Agencies emphasize effective, transparent communication, fostering integrity in client relationships.

Data Analysis and Interpretation:

Agencies underscore data-driven decision-making, digging into client data to drive results.

Professional Development:

Continuous learning and staying updated with PPC trends demonstrate commitment to growth. This paints a picture of agency leaders' self-perceptions and highlights key PPC industry competencies.

What Do You Feel Your Agency Could Do Better?

Agency leaders identified improvement areas:

Operational Efficiency:

Comments like "Forward Planning" and "Automation could be more extensively implemented in our processes" show a pursuit of efficiency and strategic foresight.

Client Interactions:

The need to enhance client relations, communication, and manage expectations is evident in comments like "Learning to say no to free work."

Team Skills:

Strengthening the team through better hiring practices and development is underlined by quotes like "We need to enhance our inclusivity in hiring."
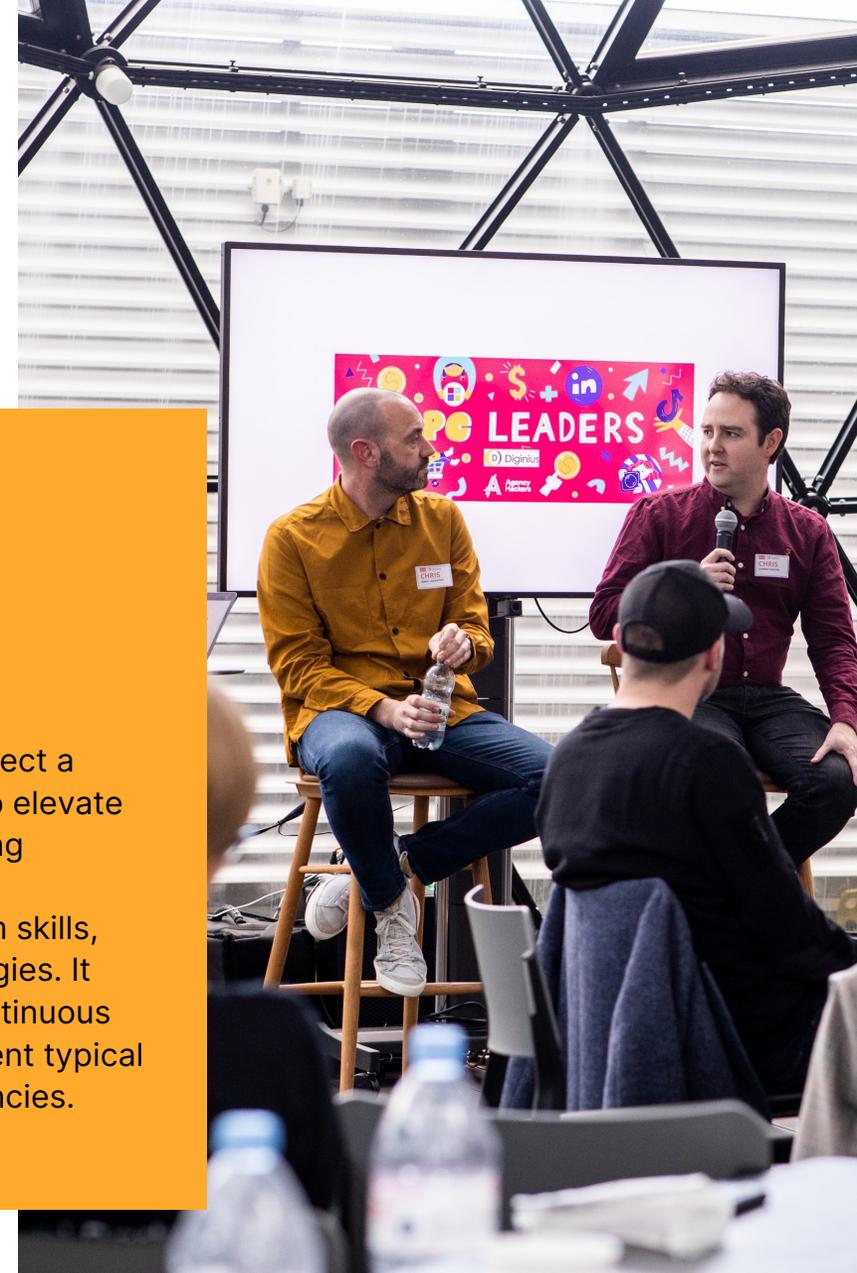
Growth Strategies:

Ambitions to grow and scale are seen in responses like "Attracting team, getting things in place for scaling."

These insights reflect a shared ambition to elevate agencies, improving operations, client relationships, team skills, and growth strategies. It underlines the continuous strive for betterment typical of successful agencies.

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