Keeping up with technology is important to agency leaders.

How important?

- **Very Important**: 64%
- **Important**: 28%
- **Somewhat important**: 8%

The majority of firm leaders say technology has aided in increase agency revenue.

How great has the bottom-line impact been?

- **Increased greatly**: 26%
- **Increased slightly**: 50%
- **Stay the same**: 24%
The technology issues challenging firms today are:

- **70%** Costs
- **50%** Maintenance
- **45%** Reliability
- **45%** Security
- **41%** Complexity
- **39%** Employee training

6% Employees wanting to bring their own devices to use at work (i.e. smartphones, tablets, etc.)

How knowledgeable agency leaders on cloud technology?

- **46%** Knowledgeable about
- **9%** Very knowledgeable
- **37%** Somewhat knowledgeable
- **8%** Not knowledgeable
How do agencies staff IT?

- **50%** Outsource
- **20%** Do not have dedicated IT support
- **18%** Combination of in-house and outsourcing
- **12%** In-house position(s) (full-time)

Of those that have in-house IT, the magic number of IT employees they have is **ONE!**
The 2014 spend on outsourced IT services by agencies was:

- $0: 13%
- $1 - $2,499: 29%
- $2,500 - $4,999: 14%
- $5,000 - $9,999: 16%
- $10,000 - $14,999: 8%
- $15,000 - $19,999: 8%
- $20,000 or more: 12%
2014 overall technology spend (outsourced services, subscriptions, software and hardware) by agencies was:

- **$10,000 or less**: 49%
- **$10,001 - $25,000**: 20%
- **$25,001 - $50,000**: 11%
- **$50,001 - $99,999**: 6%
- **$100,000 or more**: 14%

Tech budgets are up in 2015. Agency leaders report 2014 technology spend verses 2015 technology budgets as follows:

- **Increase 1-5%**: 29%
- **Increase 6-10%**: 19%
- **Increase 11-15%**: 13%
- **Decrease 1-5%**: 2%
- **Decrease 6-10%**: 2%
- **Decrease 11-15%**: 3%
- **Remain Flat**: 31%
The technology issues challenging firms today are:

- **64%** Computer hardware (i.e. desktop, laptops)
- **50%** Media monitoring services and tools
- **45%** Agency management tools (i.e. timesheets, accounting, project management)
- **44%** Social media management tools
- **43%** IT infrastructure (i.e. servers or cloud storage)
- **30%** Mobile hardware (i.e. tables, smartphones)
- **22%** Customer relationship management (CRM) systems
- **21%** Accounting system
- **12%** Marketing automation tools

1% We have NO technology investments planned for 2015
The agency management tools reported to be in use by agencies include:

- **38%** Basecamp
- **13%** functionfox
- **13%** Harvest
- **8%** advantage
- **7%** LiquidPlanner

- **5%** Workamajig
- **3%** Mavenlink
- **2%** Asana, ClickTime, Trello
- **1%** AccountWorks, Act, Admin, Function Point, Wrinkel

We do not use agency management tools.
Agency leader say the accounting systems most often in use include:

- QuickBooks: 67%
- My Agency Management System: 19%
- Peachtree Software: 15%
- We do not use an accounting system: 4%
- Accpacc, FreshBooks, Juris, MYOB: 1%
- SAP, Timeslips: 2%
The Customer Relations Management systems (CRM) most used by firms are:

- **38%** Pipedrive
- **21%** Sage
- **10%** SharpSpring
- **4%** Sugar
- **3%** Outraport
- **1%** Hatchbuck, Highrise, Insightly, HubSpot

My Agency Management System is my CRM system.
Nearly three-out-of-four agencies say they don’t use marketing automation technology inside their firms. The tools that are in use include:

- **10%**
  - HubSpot

- **4%**
  - SharpSpring

- **3%**
  - Salesforce Pardot

- **73%**
  - We do not use a marketing automation system

Other tools mentioned:
- Act-on
- Constant Contact
- Hatchbuck
- Infusionsoft
- MailChimp
- Marketo
- Ontraport
- Silverpop
- Sprout Social
SHAME ON YOU...
Across the board, satisfaction with the back-end technologies used to run agencies is high. How satisfied are agency leaders with these technologies?

- **Accounting**
  - Very satisfied: 27%
  - Satisfied: 61%
  - Can take it or leave it: 12%

- **Agency management systems**
  - Very satisfied: 14%
  - Satisfied: 50%
  - Unhappy: 31%
  - Very unhappy: 6%

- **CRM system**
  - Very satisfied: 10%
  - Satisfied: 36%
  - Unhappy: 47%
  - Very unhappy: 2%

- **Marketing automation system**
  - Very satisfied: 4%
  - Satisfied: 19%
  - Unhappy: 67%
  - Very unhappy: 4%
What’s the media contact or distribution tools used by agencies today?

- **Cision**: 55%
- **Business Wire**: 52%
- **PR Newswire**: 51%
- **PRWeb**: 18%
- **Marketwire**: 12%

Other tools:
- **MyMediaInfo**: 9%
- **Meltwater**: 5%
- **PitchEngine**: 2%
- **DowJones**: 2%
- **CustomScoop**: 1%
- **Finderbinder**: 1%
- **Gorkana**: 1%
- **CNW**: 1%
- **Agility**: 1%
- **Iris**: 1%
- **Vocus**: 1%
Social media monitoring tools in play at agencies today include:

- **Google Alerts**: 73%
- **Hootsuite**: 56%
- **Trakker**: 34%

- **Buffer**: 10%
- **Sysomos**: 8%
- **Social Mention**: 4%
- **CustomScoop**: 2%

We do not use social media monitoring tools: 13%

- **Dasheroo**: 14%
- **Netbase**: 10%
- **Nuvi**: 8%
- **Raventools**: 6%
- **Reputation.com Salesforce Trakker Vocus**: 1%
The clipping and monitoring tools agencies rely on are:

- Google Alerts: 73%
- BurrellesLuce: 21%
- Meltwater: 19%
- Factiva: 10%
- MyMediaInfo: 4%
- CustomScoop: 3%
- Talkwalker Tveyes: 2%
- Mediatracker.com: 1%

13% do not use clipping/monitoring tools.
### PURCHASE POWER

Who’s responsible for researching and recommending agency technology?

<table>
<thead>
<tr>
<th></th>
<th>President/CEO/Partner/Principal/Owner or equivalent</th>
<th>CFO or equivalent</th>
<th>VP-Level or equivalent</th>
<th>IT director or equivalent</th>
<th>Account team</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer hardware (i.e. desktop, laptops)</td>
<td>56%</td>
<td>11%</td>
<td>9%</td>
<td>22%</td>
<td>2%</td>
</tr>
<tr>
<td>Mobile hardware (i.e. tables, smartphones)</td>
<td>56%</td>
<td>12%</td>
<td>9%</td>
<td>18%</td>
<td>4%</td>
</tr>
<tr>
<td>IT infrastructure (i.e. servers or cloud storage)</td>
<td>51%</td>
<td>12%</td>
<td>8%</td>
<td>27%</td>
<td>2%</td>
</tr>
<tr>
<td>Media monitoring services and tools</td>
<td>40%</td>
<td>4%</td>
<td>21%</td>
<td>3%</td>
<td>30%</td>
</tr>
<tr>
<td>Social media management tools</td>
<td>38%</td>
<td>3%</td>
<td>19%</td>
<td>5%</td>
<td>35%</td>
</tr>
<tr>
<td>Customer relationship management (CRM) systems</td>
<td>62%</td>
<td>8%</td>
<td>20%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Agency management tools (i.e. timesheets, accounting, project management)</td>
<td>60%</td>
<td>24%</td>
<td>9%</td>
<td>1%</td>
<td>5%</td>
</tr>
<tr>
<td>Accounting systems</td>
<td>57%</td>
<td></td>
<td>33%</td>
<td>7% 2%</td>
<td>1%</td>
</tr>
<tr>
<td>Marketing automation tools</td>
<td>55%</td>
<td></td>
<td>7%</td>
<td>26% 4%</td>
<td>8%</td>
</tr>
</tbody>
</table>
### Who’s making the ultimate purchase decisions on agency technology?

<table>
<thead>
<tr>
<th>Category</th>
<th>President/CEO/Partner/Principal/Owner or equivalent</th>
<th>CFO or equivalent</th>
<th>VP-Level or equivalent</th>
<th>IT director or equivalent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer hardware (i.e. desktop, laptops)</td>
<td>80%</td>
<td>9%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Mobile hardware (i.e. tables, smartphones)</td>
<td>81%</td>
<td>9%</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td>IT infrastructure (i.e. servers or cloud storage)</td>
<td>80%</td>
<td>8%</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Media monitoring services and tools</td>
<td>71%</td>
<td>6%</td>
<td>20%</td>
<td>22%</td>
</tr>
<tr>
<td>Social media management tools</td>
<td>70%</td>
<td>6%</td>
<td>20%</td>
<td>5%</td>
</tr>
<tr>
<td>Customer relationship management (CRM) systems</td>
<td>75%</td>
<td>10%</td>
<td>13%</td>
<td>2%</td>
</tr>
<tr>
<td>Agency management tools (i.e. timesheets, accounting, project management)</td>
<td>79%</td>
<td>16%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Accounting systems</td>
<td>75%</td>
<td>20%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Marketing automation tools</td>
<td>73%</td>
<td>9%</td>
<td>16%</td>
<td>2%</td>
</tr>
<tr>
<td>Title</td>
<td>Percentage</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------</td>
<td>------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>President/CEO</td>
<td>57%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Principal/Partner</td>
<td>29%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vice President</td>
<td>9%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Director</td>
<td>1%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Full-Time Employees</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>none</td>
<td>8%</td>
</tr>
<tr>
<td>1-5</td>
<td>40%</td>
</tr>
<tr>
<td>6-10</td>
<td>17%</td>
</tr>
<tr>
<td>11-20</td>
<td>16%</td>
</tr>
<tr>
<td>21-50</td>
<td>10%</td>
</tr>
<tr>
<td>51+</td>
<td>10%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annual Fees</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500K and under</td>
<td>30%</td>
</tr>
<tr>
<td>$500,001-$999,999</td>
<td>19%</td>
</tr>
<tr>
<td>$1M-$1,999,999</td>
<td>22%</td>
</tr>
<tr>
<td>$2M-$2,999,999</td>
<td>5%</td>
</tr>
<tr>
<td>$3M-$4,999,999</td>
<td>6%</td>
</tr>
<tr>
<td>$5M-$9,999,999</td>
<td>10%</td>
</tr>
<tr>
<td>$10M and higher</td>
<td>9%</td>
</tr>
</tbody>
</table>
WANT THIS DATA?

www.arketi.com/AgencyTechBenchmark

Use of this data or publishing of this data must include a citation note its source as the "2015 PRSA Counselors Academy Agency Technology Benchmark Study”

Mike Neumeier, APR
Principal
mneumeier@arketi.com
404.929.0091 x210