

# Top 10

ANA Financial Management Conference

## Key Insights

- 1. Fee Structure:** Did you realize that Resource based fee agreements are by far the most preferred choice for agency compensation?
- 2.** For **Programmatic buys** however, a commission based structure is most common (probably initiated by agencies to increase/safeguard their revenue!).
- 3. Frequency of reporting for Programmatic** is polarised with either those having 24/7 access on one end of the scale vs clients who only view monthly/even less frequent reporting – with not much in between.
- 4. Online Dashboard** is a popular vehicle allowing for constant access & daily reporting. The key here is to ensure ease of data transfer/updates in order to produce immediate and useful insights.
- 5. Transparency:** Many clients are addressing the issue of transparency in their contracts but not as frequently as they need to do so. Programmatic is the key area now for improving transparency vs Rebates which had been the primary topic in past decades.
- 6. ECI recommends** at least an **annual review of digital specific provisions** since the landscape is so dynamic & constantly evolving.
- 7. Agency Performance:** Nearly all advertisers implement an agency performance review to incentivise their agency. Certainly nearly all our ECI clients who have this provision in place see marked improvements.
- 8. Incentives:** Media Cost Savings and linking to Business Goals are popular basis for assessing and paying agency incentives.
- 9. KPI Framework:** In ECI's experience a combination of Media Cost, Quality, Service delivery and Business Performance are all important. A creation of a bespoke KPI framework for each advertiser is the way forward to implement a modern yet forensic approach.
- 10.** Final words... **“Brands are the economic engine to drive business forward...”** Bob Liodice, CEO of ANA

# About ECI

## **ECI: HIGHER MEDIA VALUE**

Technology is transforming the media landscape at an unprecedented pace. But in the right hands, change can be a force for good. ECI, the market's fastest growing global media management company, leverages these changes to help you drive higher media value from your advertising investment.

## **A modern, forensic approach**

Ever since our formation we have championed a modern approach to media and financial auditing. As pioneers in the field of digital auditing, we include sophisticated analysis of programmatic activity in our audit model, and we pride ourselves on a forensic, fact-based approach which harnesses the power of our world-class talent and proprietary technology. Along with our innovative benchmarking capabilities, we are confident in our ability to empower our clients to drive higher media value and media-led impact on business performance.

## **Cutting-edge services**

Capitalizing on today's dynamic, fast-paced media landscape to drive higher media value requires data-driven decision-making, global experience and a deep understanding of the latest technologies. At ECI we are proud to be able to offer these and so much more, including TV auditing, financial compliance auditing, pitch management, KPI setting and management and contract consultancy.

## **Global experience, local expertise**

We are proud of our client portfolio, which contains some of the world's largest and leading advertisers. Our network of owned offices and leading affiliates supports them where they need us, across the Americas, Europe and Asia Pacific. We offer them high-level media intelligence and rigorous benchmarking and, ultimately, the insight, experience and savvy to ensure that their advertising investment and agency relationships drive higher media value.

## **CONTACTS**

To speak to one of our senior management team about any of our services, please contact:

### **Fredrik Kinge**

CEO

+46 (0)704 24 03 70

fredrik.kinge@ecimm.com

### **Joakim Attack**

Chief Commercial Officer

US Number +1 310 430 8588

Int. Number +46 (0)705 46 68 06

joakim.attack@ecimm.com

### **Sofia Savvidou-Gianniri**

Chief Operating Officer

+44 (0)743 522 7595

sofia.savvidou@ecimm.com

### **Phil Frank**

President, North America

+1 917 533 0984

phil.frank@ecimm.com



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