AGENCY MANIA
SOLUTIONS
Strategic Partnerships Delivered.

Data Analytical Services

Agency Mania Solutions offers advanced analytical services to help brand advertisers extract further insight and value from the data collected in conjunction with our ScopeDeliver™ solution. These services allow our clients to make more informed decisions that improve work quality, transparency, accountability, performance, and negotiations, while making more effective use of agency resources and budgets.

SOW ROI Analysis

▸ **Ideal for**
Brand advertisers looking to measure the value, ROI, and effectiveness of their SOW (scope of work) tool investment, process improvements, or other efficiency initiatives.

▸ **What AMS does**

Compare YOY efficiency indicators (cost per, etc.)

Pull and assess real-time agency reports

Measure the gains from increased automation and streamlined processes (planning and actionable scope, financial and staffing data, and more)

Enable robust data centralization – making any reporting, analysis, etc.

A LOT more efficient and cleaner
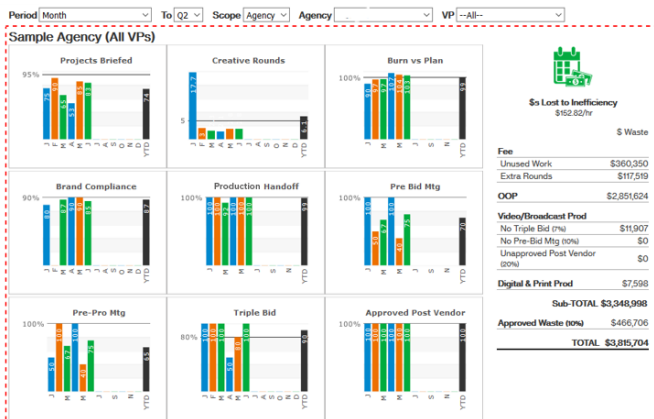
Efficiency Dashboard

▸ **How clients benefit**

Reduction in duplicative work, overpayment, and low output quality

Efficiency gains (time and cost savings)

Improved control (i.e., activity tracking)

Accelerated Go to Market: (updates, reporting)

Better work performance (improved client guidance/direction)

Cost Model Benchmarking

▸ **Ideal for**
Brand advertisers looking to gain greater insight from agency cost benchmarking data and improve agency negotiations.

▸ **What AMS does**

Pull in 3rd party data for market cost comparisons

Establish or refine taxonomy

Build internal benchmarks for subsequent cost analysis

Compare agency costs and slice by region/categories

Report and analyze should-cost data by deliverable and/or staffing (discipline, location, role, etc.)
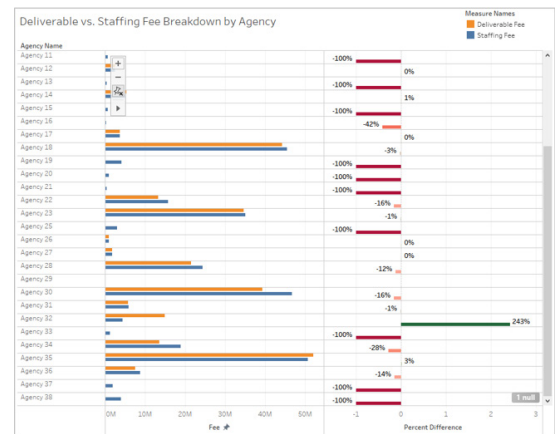
Deliverable vs. Staffing Fee Breakdown by Agency

▸ **How clients benefit**

Improved transparency and oversight of agency spend categories

Better line of sight into agency spend discrepancies (i.e., which agencies/VPs/categories/deliverable type are trending above average, local, top 10-25%)

Stronger leverage in agency negotiations and reduced waste

Spend Analysis and Marketing Budget Forecasting

▸ **Ideal for**

Brand advertisers wanting to understand whether they are making the most of their investments and looking to improve budgeting accuracy.

▸ **What AMS does**

Analyze YOY fee trends, breaking it down by business unit and deeper levels (agencies, agency staff/rank, burn vs. plan, brand compliance, creative rounds, performance incentive dollars, etc.)

Conduct efficiency-type analysis

Produce agency QBR and Agency Plan reports

Compare budget/actual discrepancies, flag trends

▸ **How clients benefit**

Improved transparency and understanding of spend allocations

Better visibility into past scope/project-specific spending for more accurate forecasting of financials

Reduced time commitment and effort by marketers to input pricing forecasts by providing agencies a process to populate agency fees/ forecasts

Improved efficiency reporting, identifying key inefficiencies as well as root causes (unused work, extra rounds, bad briefs, evaluating the symptoms/causes, etc.)

Agency Cost Model Transitioning

▸ **Ideal for**

Brand advertisers considering moving from a staffing-based (retainer) model to deliverables-based/hybrid model.

▸ **What AMS does**

Provide marketers with objective, should-cost models per deliverable/ project by incorporating external benchmark data into scope financial system

Establish deliverable taxonomy (types, tiers, complexity, etc.)

Provide core templates for agencies to enter data

Forecast future marketing/advertising cost decisions

Facilitate deliverables burn ledger (scope swaps)

▸ **How clients benefit**

Improved transparency and control of agency data

Accelerated transition from staffing to deliverable-based model

Ability to operate hybrid model (which SOWs remain staffing/retainer-first vs. deliverables-first)

On-the-fly analysis to reduce development costs

Ad hoc Decision Support Analysis

▸ **Ideal for**

Brand Advertisers (who often lack bandwidth) seeking analysis support/additional reporting outside what typically exists in product to aid in answering specific questions or in decision-making not usually anticipated or recurring.

▸ **What AMS does**

Based on the data available (specific to the client's unique system setup/process), offhand reports created to answer questions given by marketing/leadership teams.

Deliver insights and key learnings based on the data to tell a story linking to probable causes for discrepancies and inefficiencies (cost, time, resources), plus offered recommendations.

▸ **How clients benefit**

Support of AMS's data analysts and their expertise with this type of data

Fast answers to data-driven insights in a marketing-friendly, consumable format

Diminished risk of marketer combing through data and potentially reaching inaccurate conclusions

Operational Compliance (search for anomalies input – aka bad data)

▸ **Ideal for**

Brand advertisers with anomalies input by themselves or the agency (e.g., inaccurate hourly rates/deliverable fees, or missing information) needing assistance to standardize freeform fields.

▸ **What AMS does**

Identify poor data input and course-correct for more accurate and consistent reporting/insights.

Examples:

Discrepancies in taxonomy or units of measurement (e.g., users inputting values that have been scaled such as 1.6 instead of 1,600,000).

A category name is typed incorrectly, causing new categories/ subcategories to be created (i.e., "B2B" vs " BB2" or "the community" vs. "the comunity").

▸ **How clients benefit**

Alleviate what are often human-input errors found in the data that can result in unexpected issues creating reports, and share insights with teams (i.e., why fees or percentages aren't totaling up as expected).

Quickly and efficiently identify if and where the issue exists and enable course-correcting.

Our clients' continued accomplishments result from cutting-edge practices in the area of client/ agency performance evaluations. See how stronger relationships contribute to better marketing.

| Contact us at **www.agencymania.com** or call us at **425.999.3992** to learn more

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