



PerformanceDeliver™ Overview

What is it?

PerformanceDeliver™ is a comprehensive client/agency performance evaluation solution specifically designed to improve and strengthen the work relationship between a client organization and its agency partners. It does this by identifying and analyzing root causes of potential inefficiencies and tension in the relationship in areas most critical to joint success.

How do clients benefit?

Strong client/agency relationships yield better work and outstanding results. Under-performing relationships lead to wasted efforts and budgets. Industry benchmarks show that client/agency performance evaluations are essential to grow healthy relationships, or cure troubled ones. Clients ask: How can we be better partners? How can we improve our collective output? How can we amplify or replicate what's working best in the relationship? How can we remove roadblocks to effective collaboration, communication, partnership and ultimately success? Primary benefits include:

- **Industry experts for more insightful client/agency performance evaluations.** We are the foremost leaders in agency relationships. We have over half a century of practical hands-on performance evaluation experience on the agency and the client sides. Because we've been in your shoes, we have an intimate knowledge of common roadblocks to successful evaluations and ways to avoid them.
- **Timely access to actionable insight without the operational headaches.** Implementing quality end-to-end client agency performance evaluations can be a tedious and time-consuming endeavor for marketing or procurement teams eager to take action but often buried under operational details. Providing rich insight with clear action plans in a timely manner guarantees that clients and agencies are all focused on the most pressing relationship issues.
- **Greater user satisfaction and participation.** Participation is key to obtaining rich insight and getting the right action plans implemented. However, client and agency participation are often lacking due to survey fatigue and poor user experience. The easy to use, flexible and customizable survey allows multiple agency assessments in one loop/survey, as well as built-in email automation. This ensures a smoother process and higher participation rates than traditional evaluation systems.

- **Effective data analysis and reporting.** This guarantees clients are identifying root causes and a clear path to course-correct those. Marketing and procurement organizations often lack flexible, dynamic tools and expert opinions to accelerate data analysis, especially unstructured data like comments, and to efficiently prepare customized reporting packets and presentations for prompt distribution to all key stakeholders internally, and to a client's agency roster.

How does it work?

- Our methodology has been refined based on years of best practices in the field of performance evaluations.
- Every client engagement is unique, so we adapt our approach to meet your unique requirements. We are not in the business to sell our software. We genuinely care about the outcome of performance evaluations and will make sure your organization gets the actionable insight needed to improve and significantly strengthen your partnerships.



- Our six-step process guarantees a successful implementation in record times so you can strategically focus your time and efforts on taking your agency relationships to the next level.

