

PERFORMANCE EVALUATION SOLUTION



EvaluationDeliver™ Overview

A comprehensive client/agency performance evaluation solution designed to improve and strengthen the work relationship with agency partners. Offered in two flavors. As a managed service, you rely on Agency Mania Solutions to do the heavy lifting so you can focus on the outcome, not the process. As a self-serve tool, the advertiser can design and launch a survey on any given day based on pre-set criteria, to allow for greater flexibility and central control of the process.

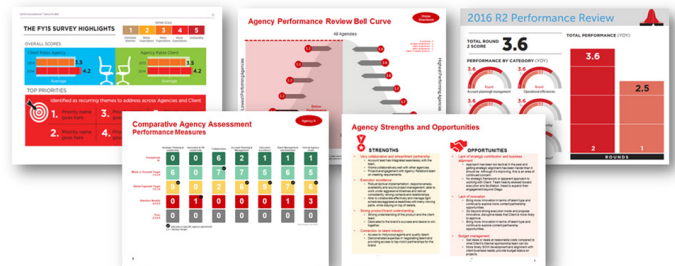
Working Partnership

Relationships are the context in which the work gets done.



How do we 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 of EvaluationDeliver™ 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.

We create Insight Presentations that help you understand the data.

We make information significantly easier to digest resulting in meaningful action plans.

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.

Improved Experience

Best-in-class survey platform.

Client-branded for immersive experience.

Allows multiple surveys in one loop.

Secure, no password required.

Automatically saves draft results and takes you back where you left off.

Mobile enabled.

Easy access data tools for top line views.

Demo Dashboard
Compares important data collection

Gap Analysis

Shows gap between client and agency scores for each category

Our Solution is an end-to-end offering.

Our method is based on years of best practices in the field.

We strategically focus your time and efforts on using data to drive actions.

Planning and Strategy Guidance



01

Applied expertise and best practices

Survey Development and Execution



02

Best in class survey system

Data Aggregation and Organization



03

Unmatched dynamic views

Insight Mining and Analysis



04

Extracting insight from rich verbatim

Report Development and Delivery



05

Insight driven reporting by experts

Action Planning Development and Monitoring



06

Action planning, target setting and refinement

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