



Evaluating Agency Performance

2009 ANA Survey
September 24, 2009

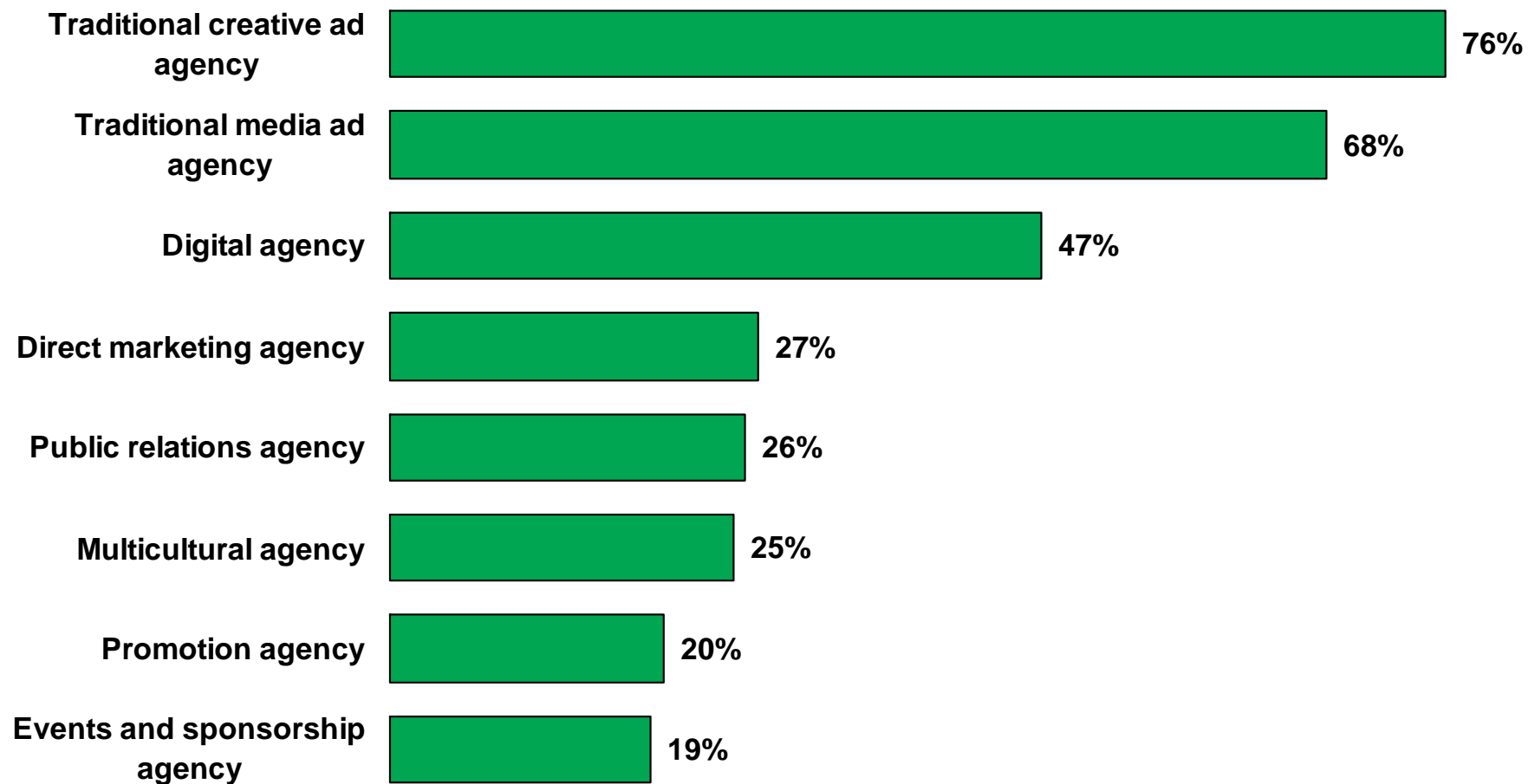
- Goal:
 - Better establish benchmarks re: practices and perceptions related to agency performance evaluations
- Method:
 - Online survey fielded July, 2009
 - 117 ANA member responses



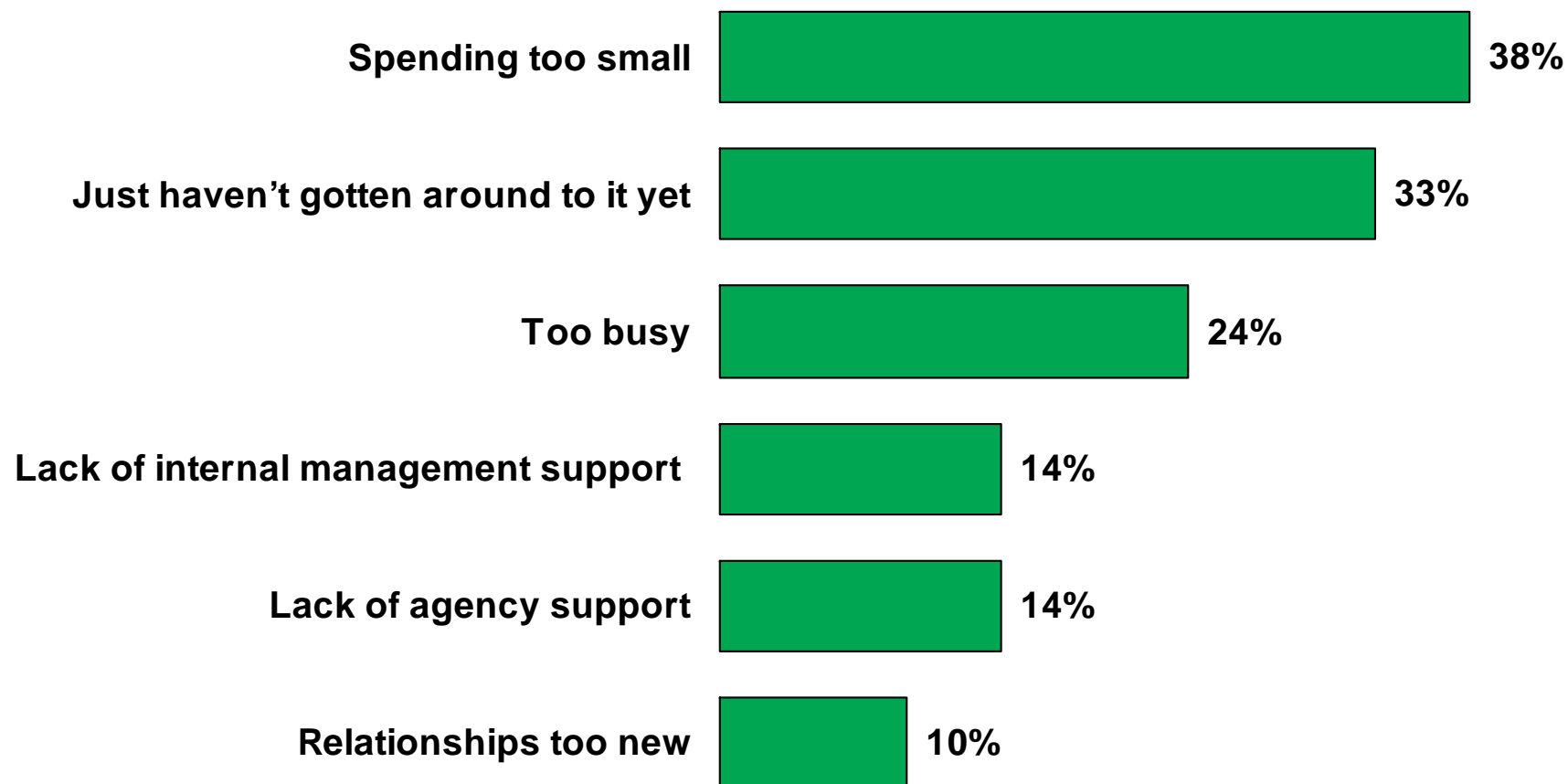
% Who Regularly Conduct Evaluations

- 82% of ANA members conduct formal agency performance evaluations on a regular basis
 - 92% for larger firms (+\$5b revenue)

Evaluation by Type of Agency



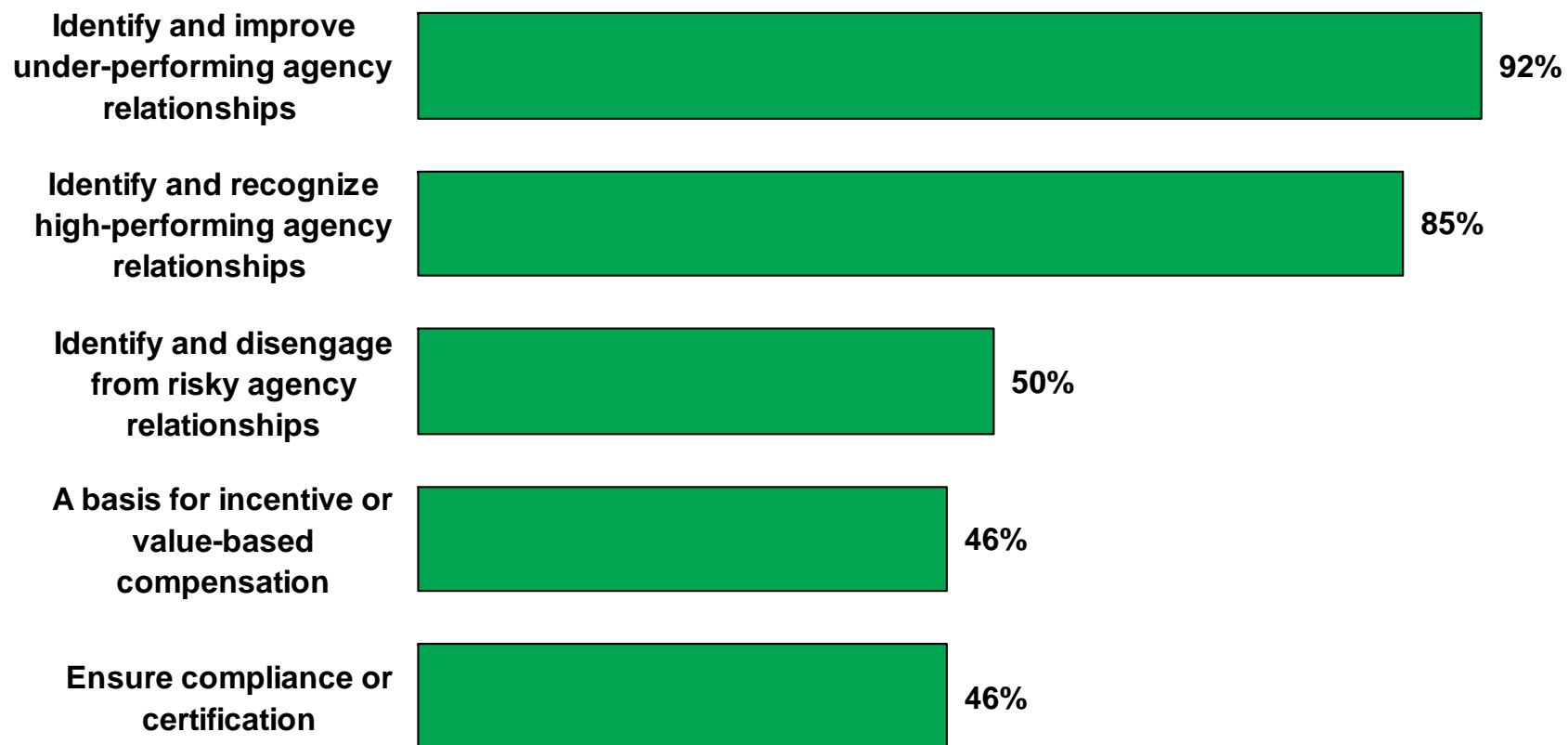
Reasons for Not Conducting



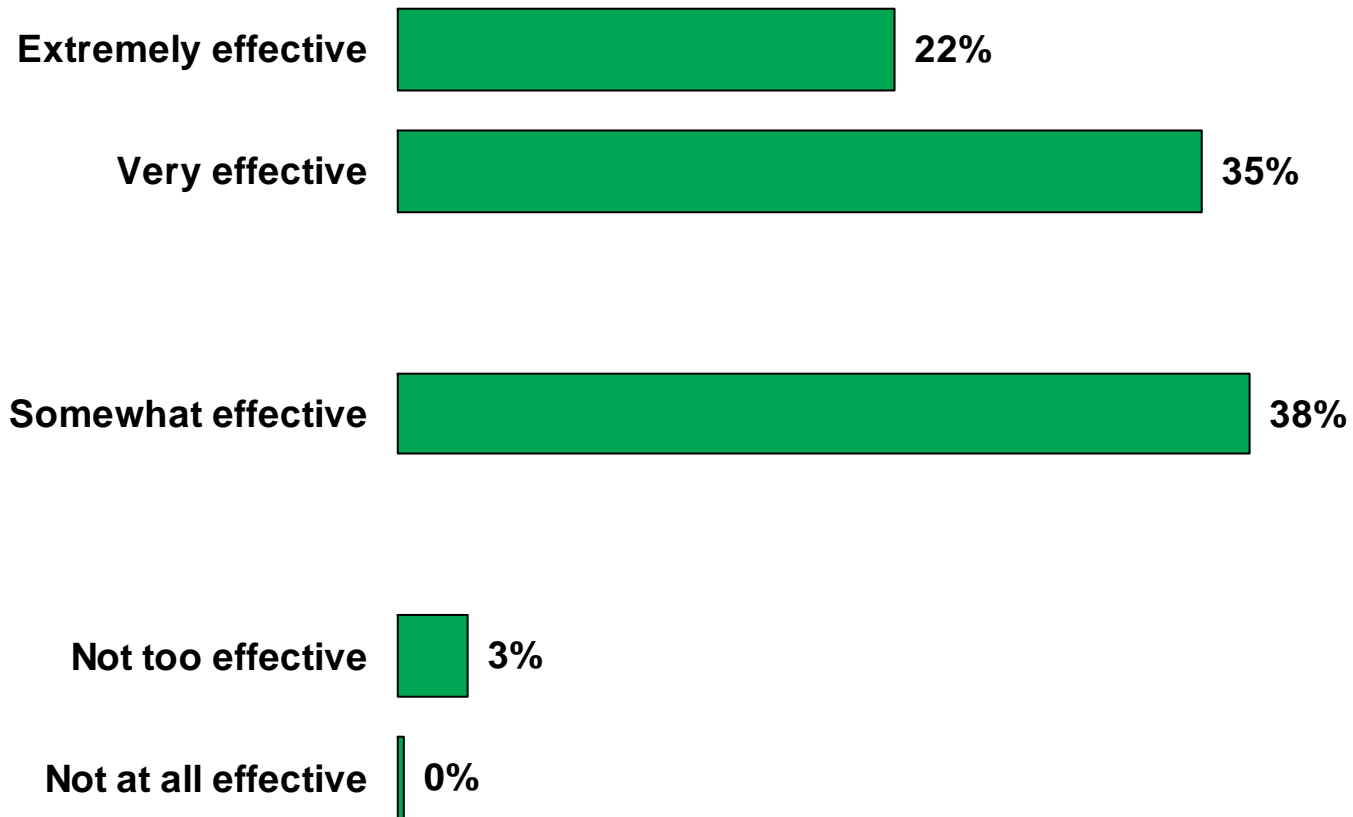
- Only 1 in 5 members who do not have an agency evaluation program are planning for one in the future

- Panelist Perspectives

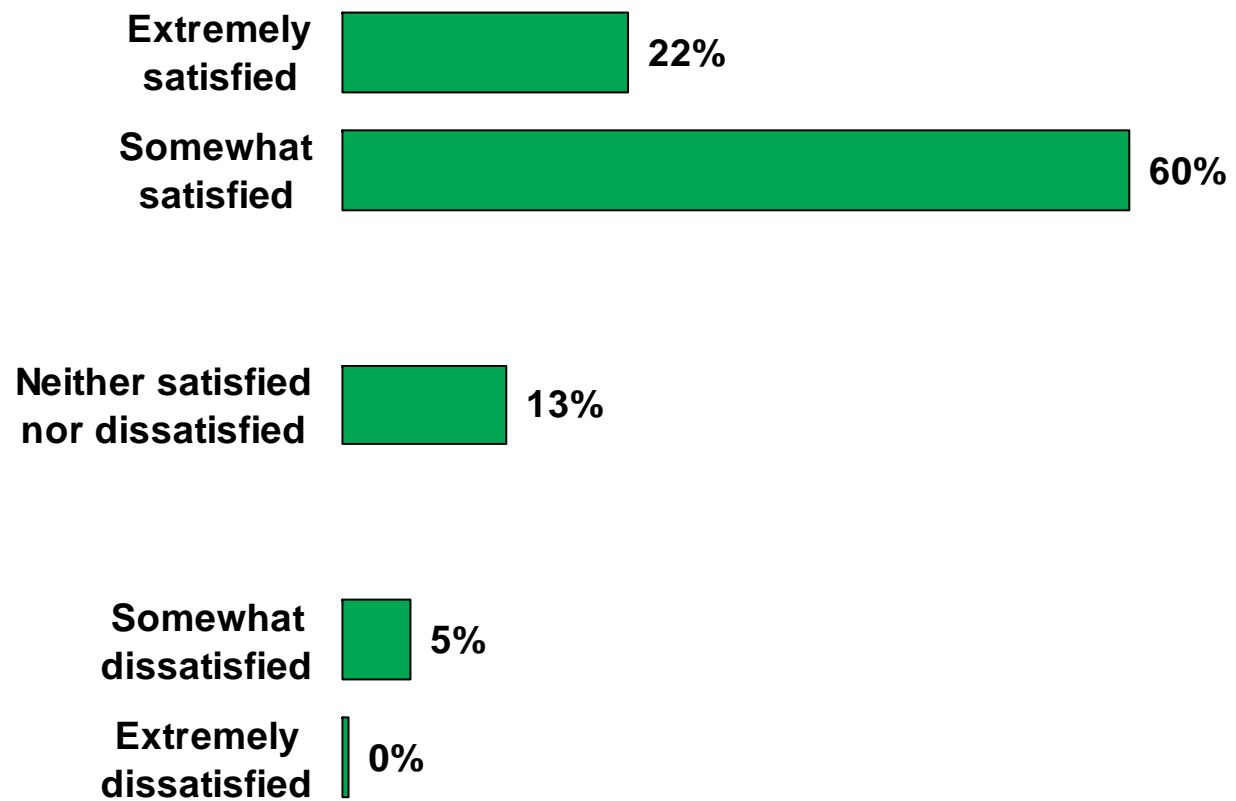
Rationale for Evaluations



Effectiveness in Maintaining Strong Agency Relationships

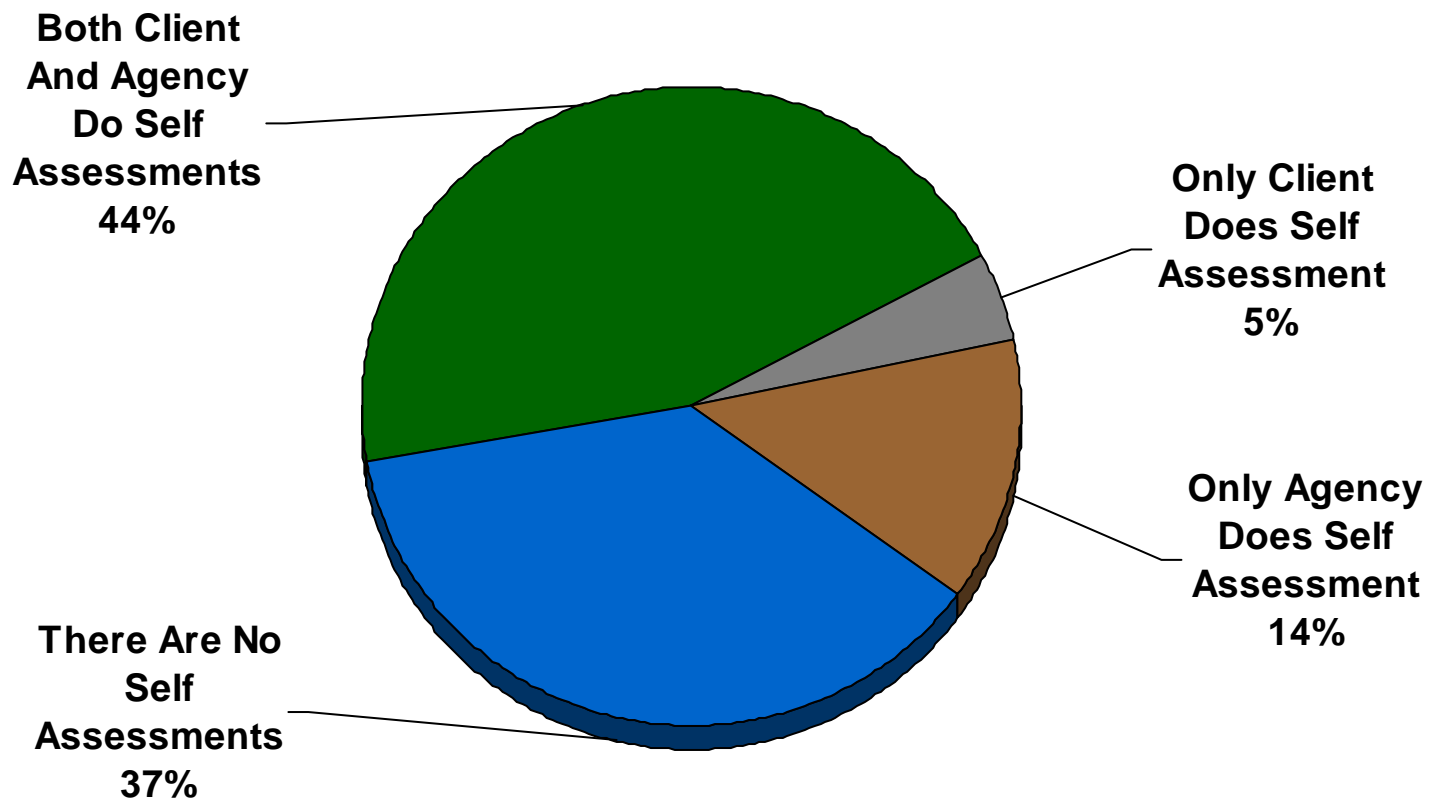


Satisfaction with Current Process

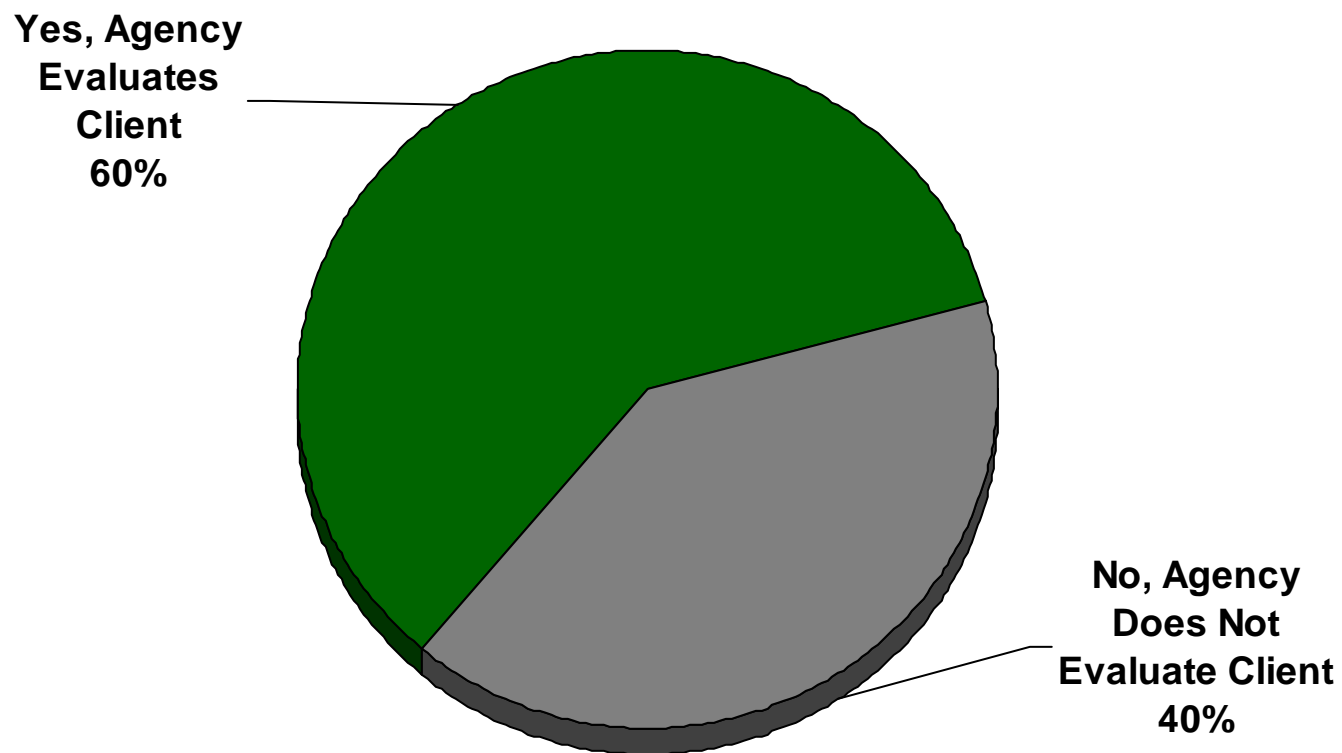


- Panelist Perspectives

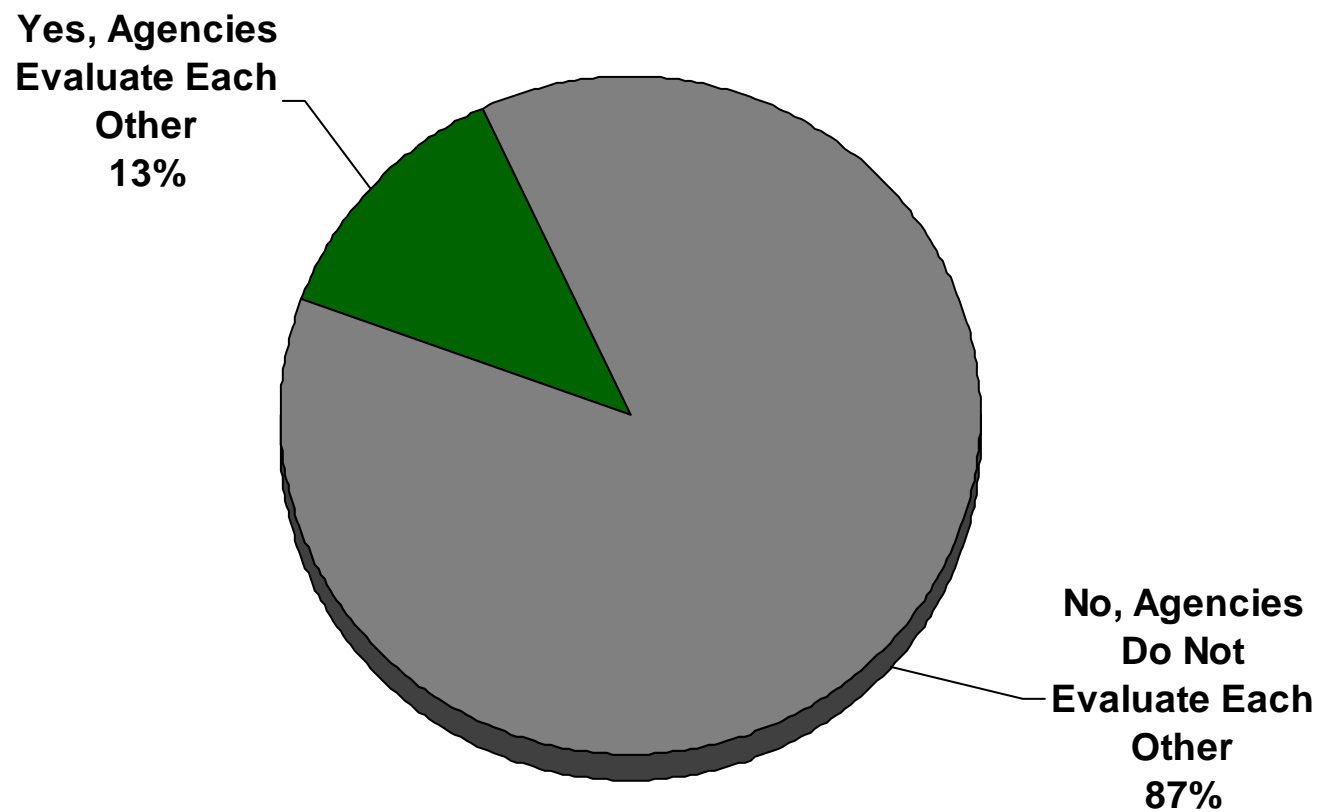
Self Assessments



Two-way/360-degree Evaluations



Agencies Evaluate Each Other

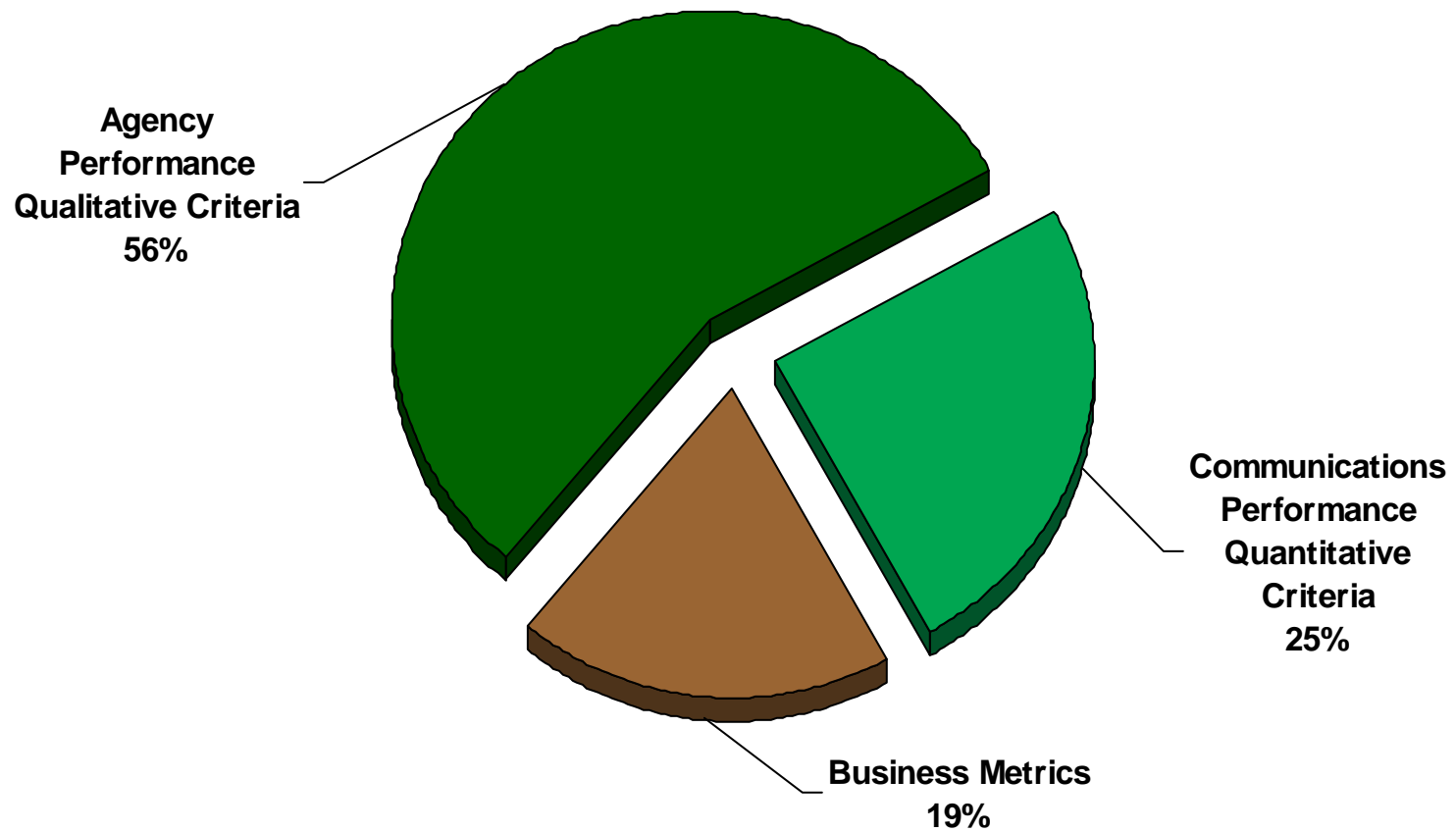


- Panelist Perspectives

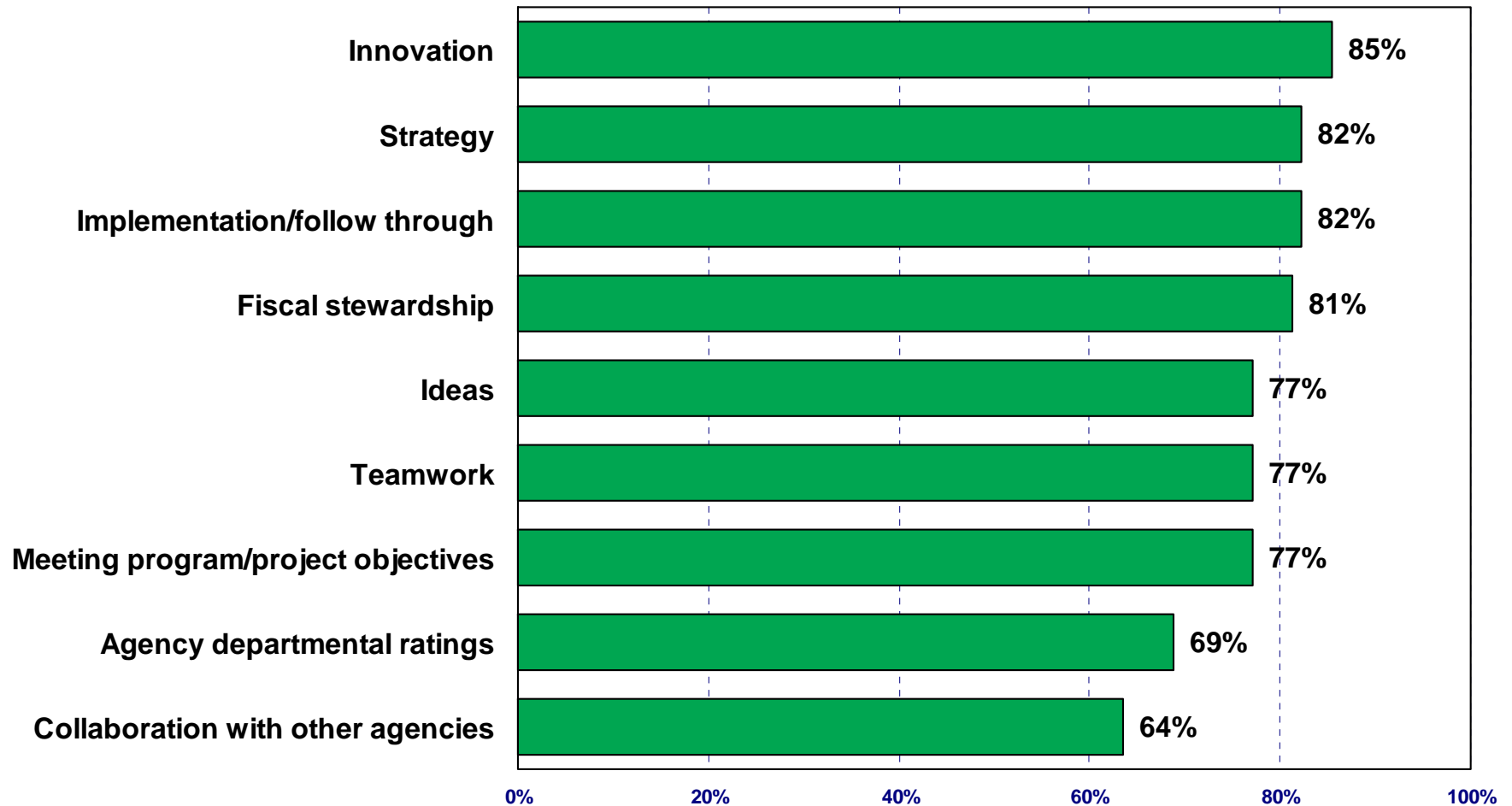
Evaluation Practices: Frequency

- Most conduct on an annual basis
 - About 2/3 annually
 - About 30% more than annually
 - Small percent less than annual

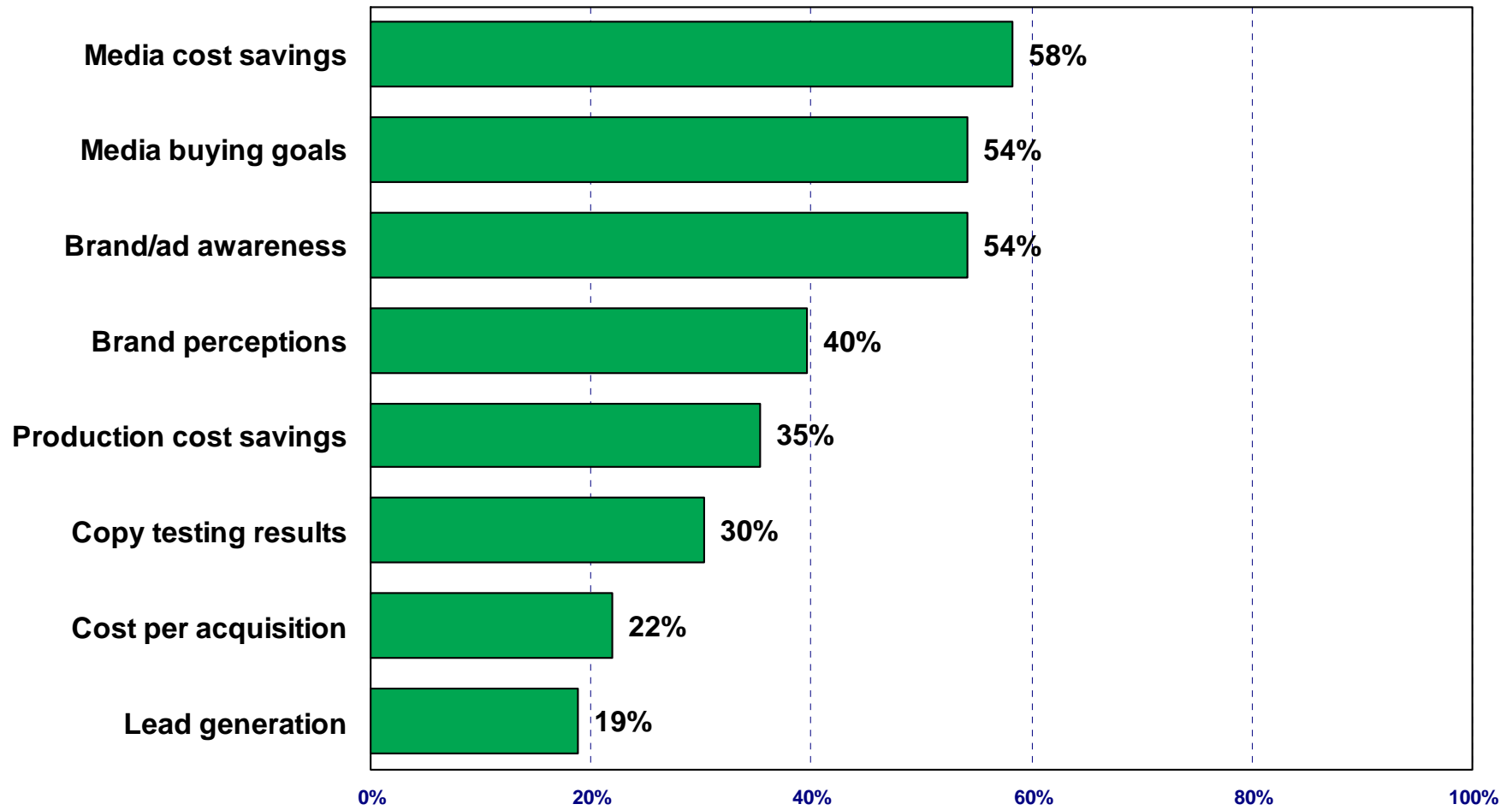
Evaluation Criteria



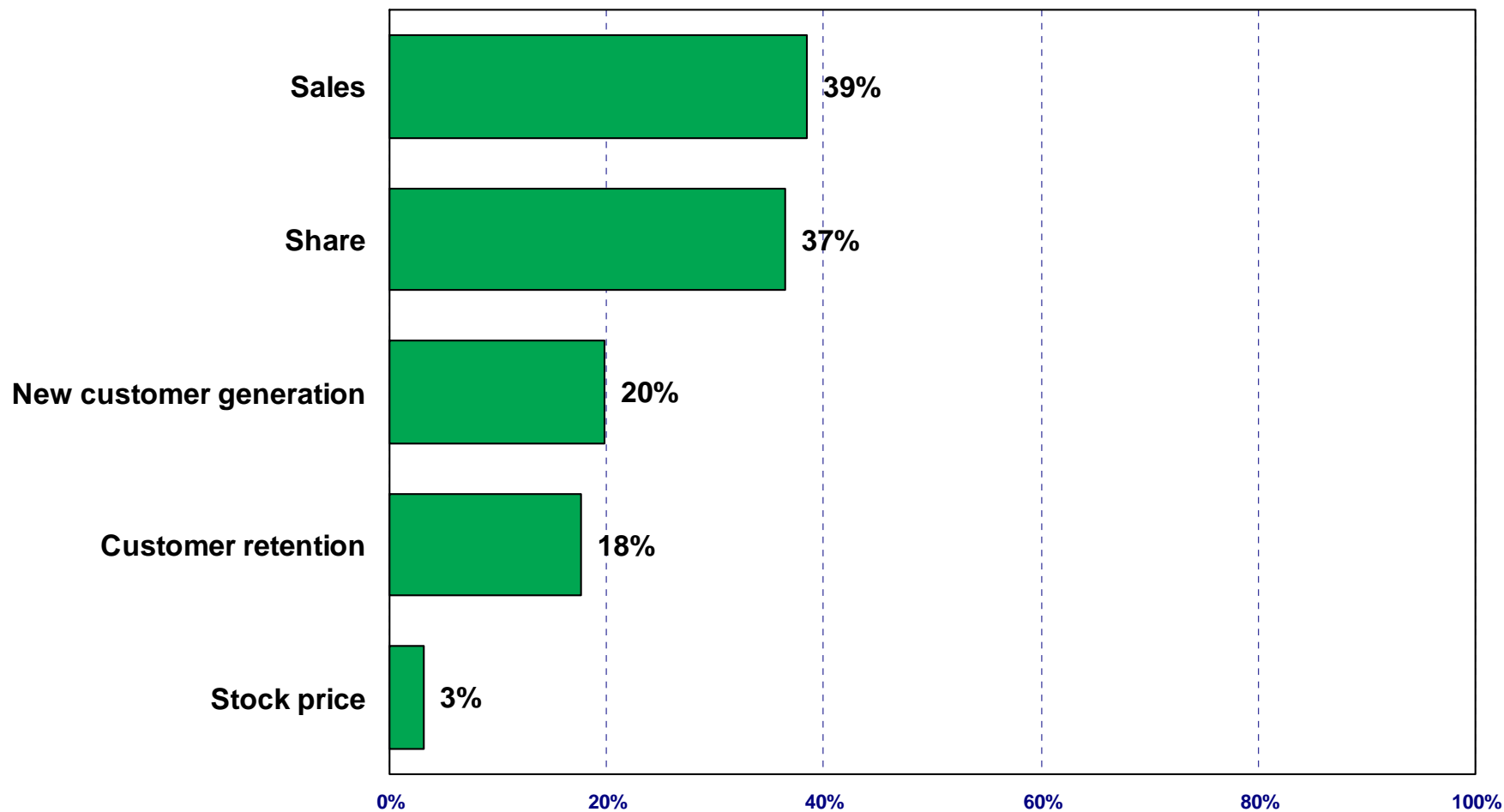
Qualitative



Quantitative



Business Metrics



- Panelist Perspectives

- Panelist Perspectives

- Questions?