



Media Contacts:

Chris Blake
MSR Communications
Phone: 1-415-989-9000
Email: kentico@msrcommunications.com

Jim Panagas
Director, PR & Analyst Relations
Kentico Software
Phone: 1-781-462-8461
Email: jamesp@kentico.com

Digital Marketing Agencies See Strong Growth and Growing Competition Ahead

Kentico's Latest Millward Brown Survey Shows a Rapidly Maturing Channel with Significant Promise

Bedford, New Hampshire April 6, 2016 – How do digital marketing agencies see the rest of 2016 shaping up? [Kentico Software](#), provider of an all-in-one CMS, E-commerce, and Online Marketing platform, today announced a new survey conducted by independent global research agency Millward Brown that looks at the opportunities and aspirations of today's digital marketing agency decision makers.

The survey explores what many of today's digital marketing agencies are doing to maintain competitiveness in a market that is experiencing both growth and rapid change. The [Digital Agencies 2016 Report](#) includes top areas of investment, technology, and more.

General Outlook Is Positive...

According to this new study, the vast majority of digital agencies are expecting high growth. 90% of higher performing agencies plan to hire new people. 71% of agencies overall expect to invest more money in software. Half of the agencies surveyed plan to outsource more of their projects while slightly less than half hope to grow through acquisition. Those that plan to hire more people and invest more money in software and hardware have especially high hopes.

But Challenges Remain...

According to the survey, the greatest challenges facing digital agencies are:

- Competition 80%
- Clients' lack of understanding of digital marketing 78%
- Clients expecting a high volume of work at low cost 78%
- Clients acquiring but failing to use digital marketing tools 73%
- Not enough clients 58%

People Remain a Key Driver

When asked about the greatest contributors to success, the digital agencies surveyed report that it came down to people—specifically, clients being able to clearly communicate what they need (#1)...employees understanding the task at hand (#2)...and clients being willing and able to cooperate (#3).

"This new survey shows that digital agencies maintain a positive outlook for 2016 and plan to make important investments in people and technology," said Kentico Founder and CEO Petr Palas. "They continue to solve the most pressing digital marketing challenges."

Show Me the Money

So who are digital agencies most interested in hiring? Graphic designers, says the survey. They are being paid more than developers and marketers, particularly at higher performing agencies. When it comes to charging the client, however, the top average project prices by country are:

- Australia/New Zealand: \$190,000 USD
- Benelux: \$140,000 USD
- United Kingdom: \$125,000 USD
- United States: \$105,000 USD

300 senior managers and directors of digital agencies across three continents participated in this survey.

About Kentico

Kentico is an all-in-one CMS, E-commerce, and Online Marketing platform that drives business results for companies of all sizes, both on-premise or in the cloud. It gives customers and partners powerful, comprehensive tools and customer-

centric solutions to create stunning websites and manage customer experiences easily in a dynamic business environment. The Kentico Web Content Management Solution's rich selection of out-of-the-box web parts, easy customizations, and open API, quickly gets websites operational. When combined with the full set of integrated solutions, including Online Marketing, E-commerce, Online Communities, and Intranet and Collaboration, Kentico fully optimizes the digital customer experience across multiple channels.

Founded in 2004, Kentico is a Microsoft Gold Certified Partner headquartered in the Czech Republic with offices in the US, UK, Netherlands, and Australia. Kentico has 1,000 digital agency partners and powers more than 25,000 websites across 100 countries. Customers include Gibson, Twinings, Ingram Micro, Mazda, Kingspan, Hunter Fan, Starbucks, and Allergan.

All product and company names herein may be trademarks of their respective owners.

www.kentico.com