

# The New Performance Marketing Agency Model

AN INFOGRAPHIC

The world of performance marketing is undergoing a profound transformation.



Changing consumer habits



A vast proliferation of data



A constant need to stand out



Together, these three changes have prompted CMOs to assign more budget to tools harnessing the power of analytics



Of course, marketing technology is *multiplying* to keep pace with the trend

**7,040** marketing technology providers are in operation in 2019.



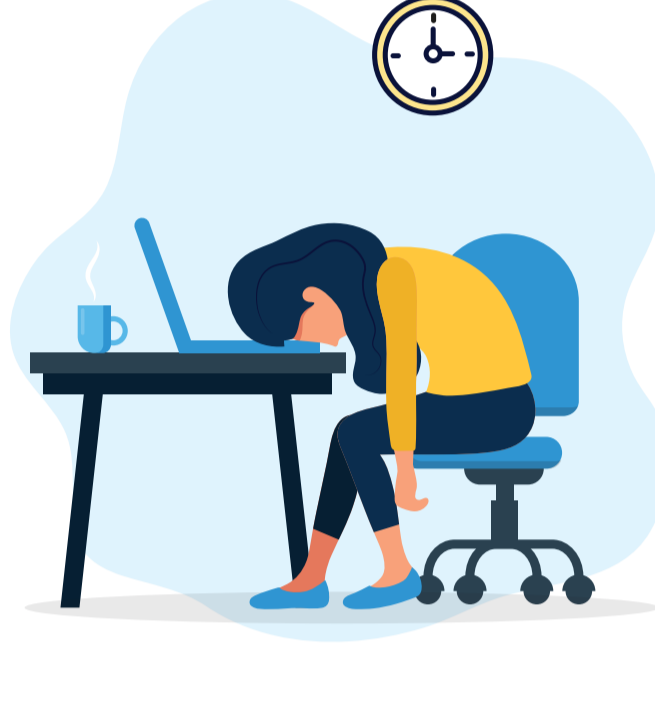
## FOR CONTEXT:

If you were to *evaluate each one* of these partners for:

**1 hour + 24 hours a day + 7 days a week**

It would take over **293 days of your time** to assess the marketplace.

That's simply not possible.



So, just how do you navigate this rapid technology evolution?

## You have three conventional options

The problem with them, though, is that they harbor major offsetting risk factors that could ultimately harm your business in the long-run.



### Build an in-house Team

It's hard to find and retain the right people with the right experience to bring you the depth of technical know-how you need.



### Capitalize on free options

Are you giving them more access to insights just so they can grow their own portfolio in new and emerging ways? Are you helping them kill your own brand?



### Hire an agency

60 to 70% of the headcount that you're paying for when you're investing in an agency has less than three years experience.

“Is the day of the agency dead, then?”



“Do marketers even need agencies anymore?”

Well, no, but there is a significant paradigm shift emerging:

Agencies must become **highly-trained consultants** that navigate the martech ecosystem and **harness machine learning** to deliver powerful business outcomes and to **protect your brand**.



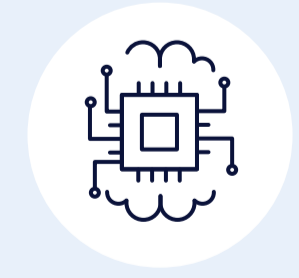
QuanticMind Digital is leading the way as the new model agency.

## Here's Why:



### People

A dedicated team with over 103 years of combined Data Science experience



### Technology

An intelligent, machine learning powered bid management platform



### Results

More customers, increased revenue, and improved ROI

Demand a different level of sophistication and expertise from your agency:



Learn more about this paradigm shift in our eBook:

“How to Evaluate Machine Learning Powered Performance Marketing Agencies”

DOWNLOAD EBOOK »



Request a consultation to learn what QuanticMind Digital could do for you.

TALK TO OUR TEAM »