



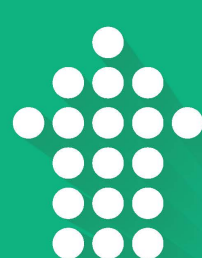
# TOP AGENCY COMPENSATION TRENDS

## New Research



With the help of its marketer members, the **ANA** has been measuring agency compensation trends for nearly 50 years. The latest research found that **use of labor-based fees and performance incentives have decreased** as marketers look to simplify their agency compensation practices.

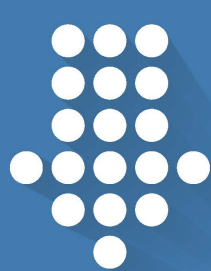
## KEY AGENCY COMP FINDINGS



### COMMISSION-BASED PAYMENT



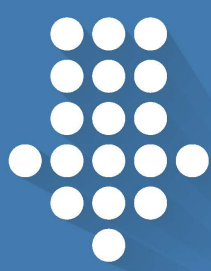
Traditional media commissions have been on the rise, **increasing 9 percentage points since 2010**, primarily for media services and notably for programmatic buying.



### FEE-BASED COMPENSATION



Although they still dominate, fee-based compensation has been on the decline, **decreasing 13 percentage points since 2013**.



### PERFORMANCE INCENTIVES



Declining, but the majority still use them. Respondents claiming they don't affect agency performance jumped from **13 to 22 percent**.

## Media Transparency



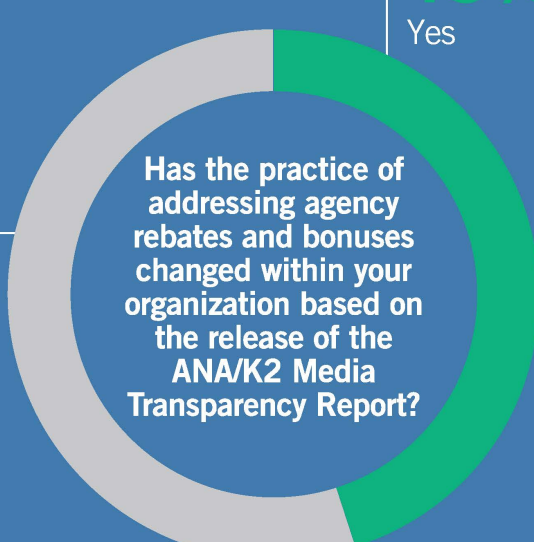
As a result of the **ANA's 2016 Media Transparency Initiative**, brands are more aware of their own agency compensation practices and are reviewing them at the highest level of the organization.

25%  
No



75%  
Yes

55%  
No



45%  
Yes



### Align Your Agency Compensation Practices with Business Goals



Want to learn more about agency compensation practices? Visit the ANA's **Agency Compensation** page. The **ANA Marketer's Edge** program uses research to deliver practical tools, benchmarks, and best practices to ANA members.

For more information:

visit [www.ana.net](http://www.ana.net), follow us on Twitter at [@ANAMarketers](https://twitter.com/ANAMarketers), or join us on Facebook at [www.facebook.com/ANA](https://www.facebook.com/ANA).

