

Your pulse results

Q: Which one of these, if any, is the main reason why clients fire their agencies?



-  **11%** A failure to deliver outstanding work
-  **4%** Account team churn
-  **7%** A fundamental lack of trust
-  **41%** No perceived value/return from their comms investment
-  **15%** A lack of proactivity
-  **7%** A lack of chemistry
-  **15%** Other - please share...