



MediaVillage

# The Myers Report

Revenue Optimization Management

## 2025 Marketplace Assessment Report

The Myers Report supports C-Suite leaders with custom insights informed by the advertising industry's most expansive market outreach.

We connect with your high-potential clients and prospects to provide detailed recommendations for growth.

80%

of media agency employees have been in the business 15-years or less; 62% 8-years or less. 30% 3-years or less.

20%

of media agency employees in the business 3 years or less have direct reports and decision-making responsibility

8%

of media agency professionals (and less than 1% of brand marketing and financial professionals) have regular exposure to industry trade publications, events, or conferences.



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Optimize your investment  
in advertising sales  
marketing, research,  
and promotion

Exclusive one-on-one access to  
decision-makers powers our  
Revenue Optimization Management Program

Only 10% - 15%  
of ad sales, marketing and research budgets are  
invested in revenue growth.

The Myers Report is an investment in growth.



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88%

of media agency and brand professionals do not consider relationships with sales teams to be among their top 3 factors in advertising decision-making

65%

of media agency decision-makers consider their media partners' capabilities to be 'not performing', 'inadequate' or 'could be better'

65%

of national media investments are determined by financial purchasing/procurement directives with little to no influence of sales organizations

35%

of media agency decision-makers consider media "innovation and creativity" to be important but have limited access to opportunities that are relevant to them



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## The Myers Report Annual Marketplace Assessment Includes:

- S.W.O.T.\* analysis with detailed market perceptions of the current and prospective clients of your company and primary competitors, based on exclusive The Myers Report surveys fielded directly by our survey partners: ANA, 4A's, Publicis Media, Group M, IPG Mediabrands/MAGNA, dentsu, Canvas, Active International, and additional partners
- Presentation of detailed analytics with strategic and tactical recommendations
- Includes economic forecasts plus market and threat analyses
- Basic market intel for sales growth targeting
- B2B marketing and communications recommendations

Custom and primary research programs are available

\*Strengths, Weaknesses, Opportunities, Threats

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