

# AGENCY CONFESSIONS

**301** digital marketing leaders

spill the beans on the mistake-prone digital marketing industry and share their top challenges for 2020.



# Contents

- 3** Mistake Mayhem
- 5** Profit Killers
- 7** Time + Money = Mistakes?
- 9** There has to be better way
- 11** **Morphio<sup>®</sup>** – #HelpYourHumans

# Mistake Mayhem

**60%** of agencies confessed to more than 6 mistakes a week. That's over 300 mistakes a year. Ouch.

And the story gets worse. One-third of agencies have eaten between \$5,000 - \$10,000 for one SINGLE CAMPAIGN MISTAKE.

## Bigger is badder

As agencies handle larger media budgets and hire bigger teams the amount of mistakes increases rapidly. Our interviews revealed that the amount of mistakes nearly double when digital agencies scale above \$1 million and \$5 million in fees.



From creating KPI goals to connecting data across Google, Facebook, and Bing - **Morphio** has helped me streamline everything and is great for building growth strategies.



- Analyn B, Agency Founder

# Top 8 Digital Agency Challenges in 2020

**1.**

**Scaling the business with automation**

**2.**

**Retaining current clients**

**3.**

**Effectively implementing new technology like AI**

**4.**

**Finding and hiring talent**

**5.**

**Winning business**

**6.**

**Tracking activity across all client accounts**

**7.**

**Keeping your expensive hard-to-find team, happy**

**8.**

**Adding more services**

# Profit Killers:

## A mistake a day bleeds the profit away

Sometimes small mistakes can be swept under the rug, although keeping mistakes secret from clients is a risky, and often costly business.

The stress and embarrassment of exposing mistakes to clients is sickening.

**99%** of agency decision makers admitted to witnessing mistakes at their agency, and **60%** said that these mistakes happen at least six times per week.



I like that it is always monitoring KPIs 24/7. Then alerts us through Slack when there is an anomaly. We receive key data insights faster with **Morphio** than we do with many of our in-house scripts.



- Jake M, Google Ads Consultant

# The Most Common Mistakes

Credit card / payment failures



Campaign spend accidentally left on



Offending your target audience with an ad



Dead, incorrect, broken links or forms



Wrong targeting



Broken tracking



Campaigns over / underspending



Ads flagged or disapproved



# Time + Money = Mistakes?

**10%** of total marketing budgets goes towards monitoring tools to understand campaign health.

85% of agencies are spending more than a day a week monitoring campaigns.

Why are there so many darn mistakes?

## Say Goodbye to Spreadsheets

In the age of artificial intelligence and machine learning, 42% of marketing leaders told us that master spreadsheets are still a top way to avoid mistakes.



**Morphio** makes reporting simple for our agency, which will save tons of time for our strategists and ensure that we always have a birds-eye view of what's happening. Creating visibility and simplifying reporting ftw.

- Jason B, Agency CFO.

# Top 6 Strategies to Avoid Mistakes

Marketing software with rules-based notifications



Using AI to help monitor for anomalies or mistakes



Constant, human double-checking in ad platforms such as Google and Facebook



Using master spreadsheets to track everything



Building custom dashboards



Hierarchy of humans to double check work



# There has to be a better way

**Agencies are stuck between a pivot table and a hard place. 41% want more data and 50% have more data than they can handle :-/**

The reality? Most agencies are too old school with their processes and technology. Too many marketers are 'manually checking the car' before driving it. Sure, our elders used to check the oil and tires before driving - today we are simply alerted to issues with technology.

Too many marketers are wasting precious time continuously 'looking under the hood' of advertising and analytics platforms. They should be relying on technology to save time and inform their creative strategies and decision making.

That's why we developed the world's first marketing security software. We think of **Morphio** like the 'check engine' light in cars. It is an early detection and warning system for advertising performance issues and marketing failures.

# **#HelpYourHumans**

## **Automate and Scale with AI**



**Start Your Free Trial Today!**

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