

Marketing agencies are optimistic about 2023



Marketing agencies saw success in 2022, with 89% saying they met or exceeded their revenue goals with an average revenue growth of 33%

89%

Met or exceeded their revenue goals

33%

Average revenue growth

Agencies that didn't meet their goals blamed:

88%

Economic downturn

60%

High client turnover

50%

Inability to prove ROI

Agencies are confident and optimistic about their growth in 2023

98%

are confident about their agency's outlook

82%

expect an average revenue growth of 43%

Agencies predict more work — and challenges

60% of agencies intend to increase their sales efforts in 2023

This may be because:

81%

of agencies think client retention will be more challenging

79%

of agencies predict that client acquisition will be more challenging

To generate more business in 2023, agencies rely on:

Partner marketplaces 46%

Revenue share programs 46%

Partner programs 45%

Co-marketing activities 44%

Tech certifications 39%

Proving ROI will also be key to success

80%

of agencies agree reporting is critical to their client services

85%

of agencies believe proving ROI to clients will be essential to growth in 2023

Which is why agencies are prioritizing marketing technology

Investing in new tools/technology is one of the top three priorities for agencies in 2023

45%

agree their tools/technology is one of the top 3 reasons clients chose to work with their agency

80%

of agency employees say keeping up with trends/technologies is essential to survival and to support decision-making

See how CallRail can help your agency meet its goals for the new year

Try everything we offer free for 14 days — no credit card required

[Start your free trial](#)

