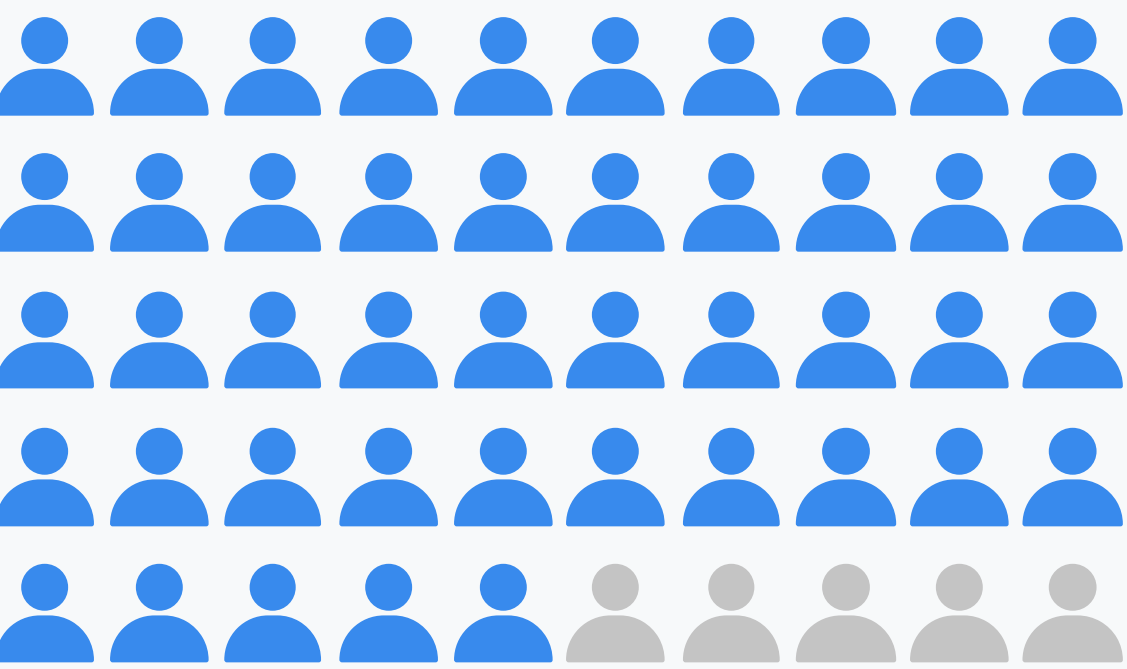
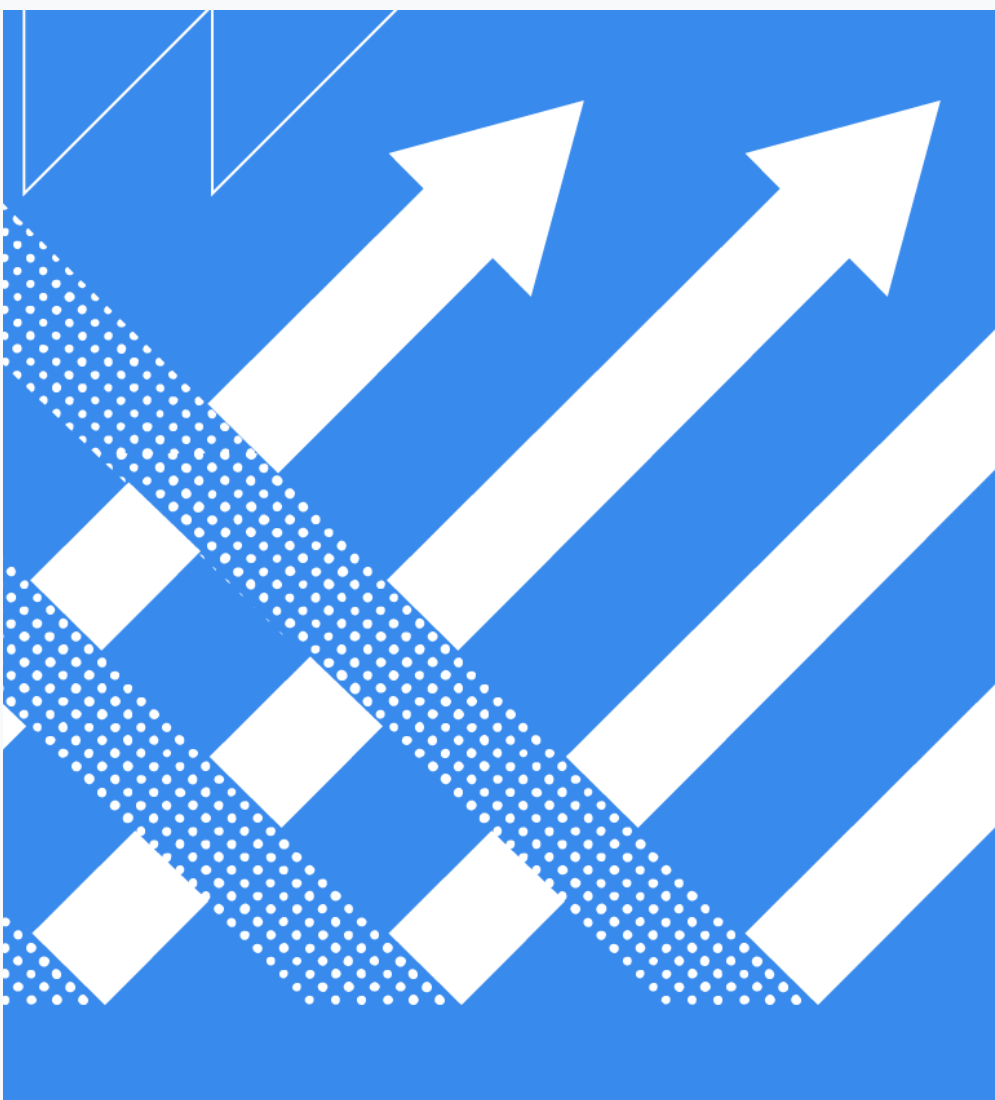


2022 Digital Marketing Agency Outlook

2021 spelled success for agencies: 95% of respondents said their digital marketing agency met its revenue goals in 2021. And they're not slowing down this year; agencies predict an average of 68% growth in 2022.

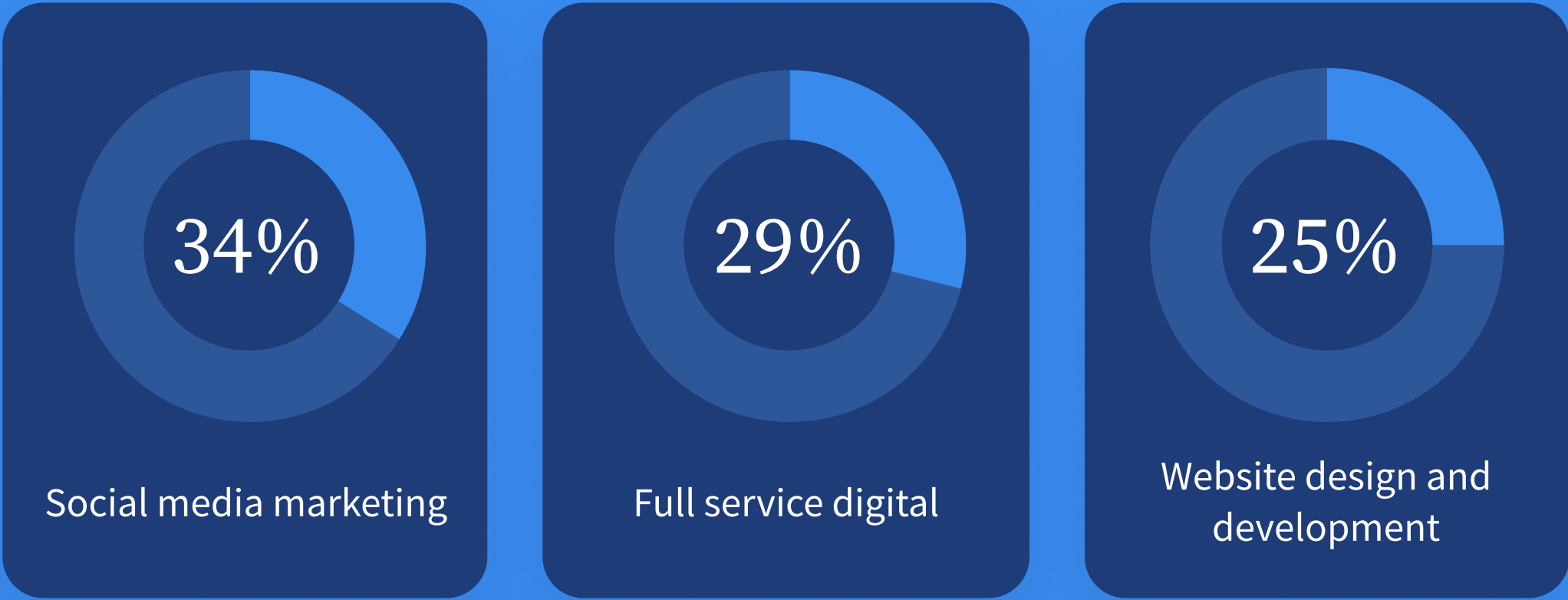
Here's a quick look at the key findings.



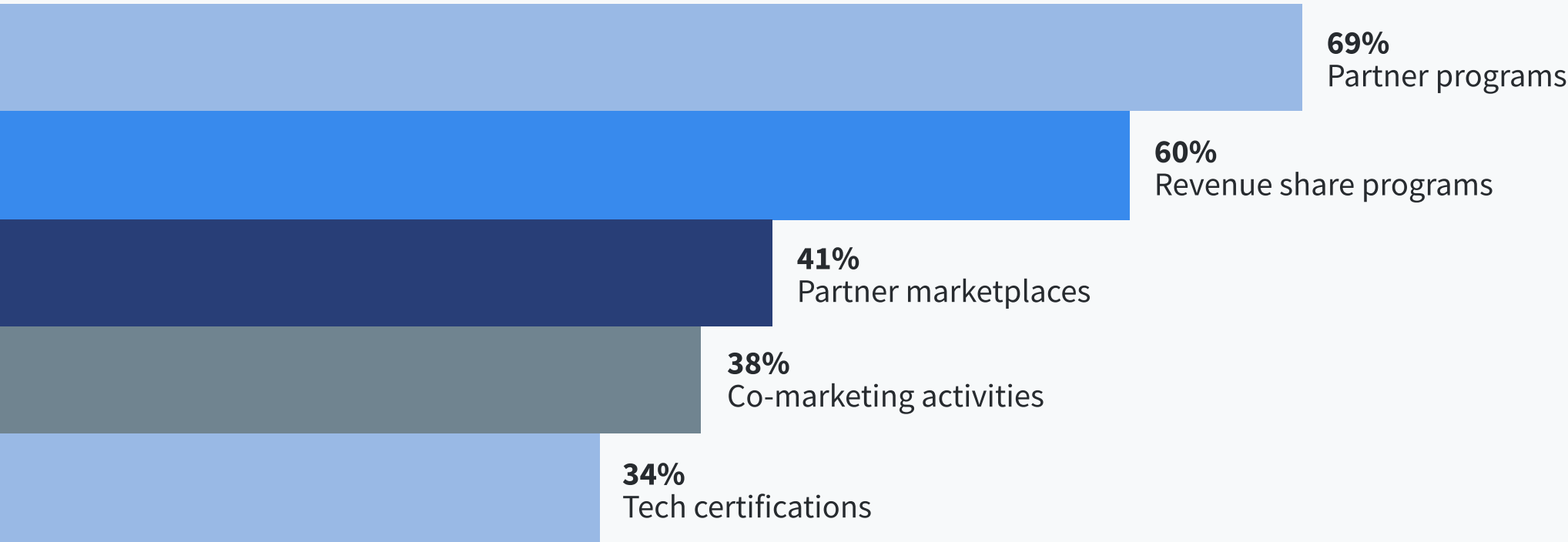
89% of agencies predict strong growth for the foreseeable future.

Tools and strategies such as AI and technology to track and analyze marketing performance help agencies fuel growth.

The most popular services for agencies are also the most profitable



To generate business, agencies rely on a number of strategies



Top challenges facing agencies



82% Client Acquisition



81% Hiring



80% Client Retention



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