

PILE AND COMPANY

A YEAR IN REVIEW

2022 was a year of transition. For the Pile and Company team, our clients, and agencies. After two years of hunkering down, people moved, teams churned, and new partnerships formed. Here is our year in review.

A new Pile team in 2022.



Pile President **Meghan McDonnell** led our agency search and management consulting practice and welcomed two new team members.

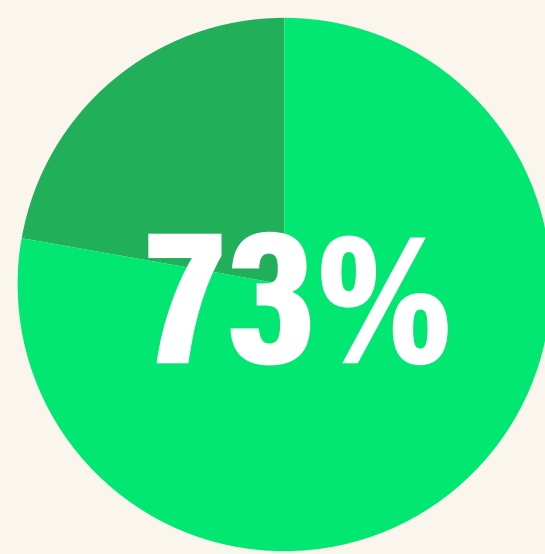


Anacristina Kenney transitioned from our Agency Compile division into the role of Senior Consultant.

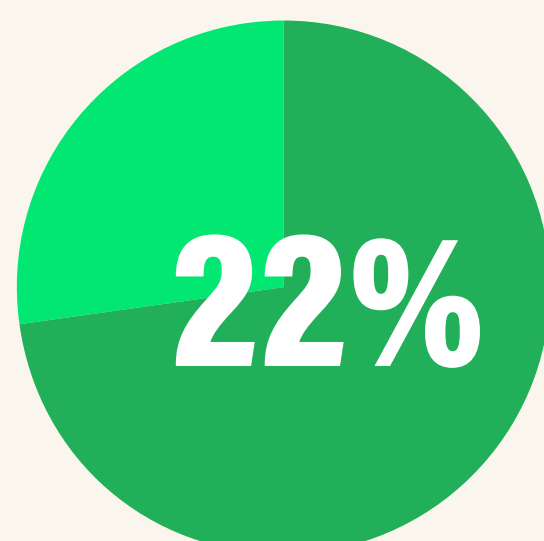


Maggie Astley joined as a Consulting Associate after graduating from Elon University in the spring.

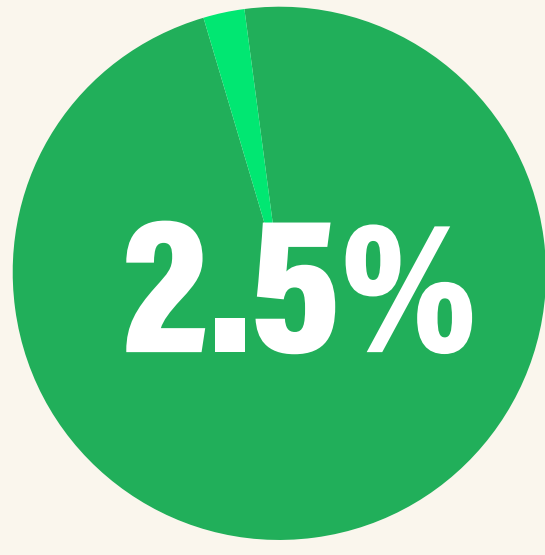
Client and agency teams churned; agency search increased.



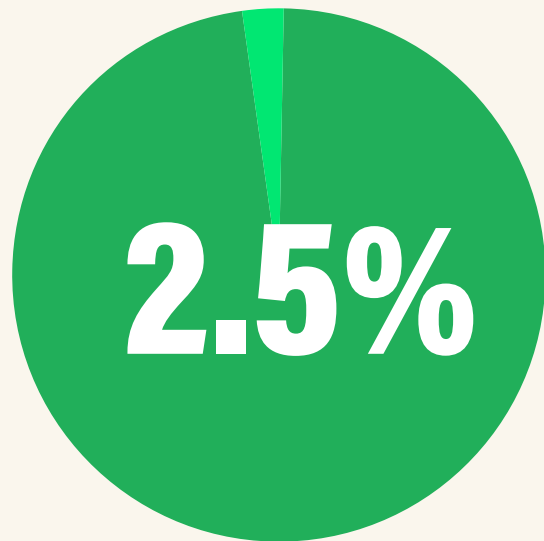
Agency Search



Performance Evaluation



Model Assessment



Agency Compensation

Agency search reigned in 2022, accounting for nearly 3/4 of our consulting work. Historically, agency search is closer to 60% of our overall engagements.

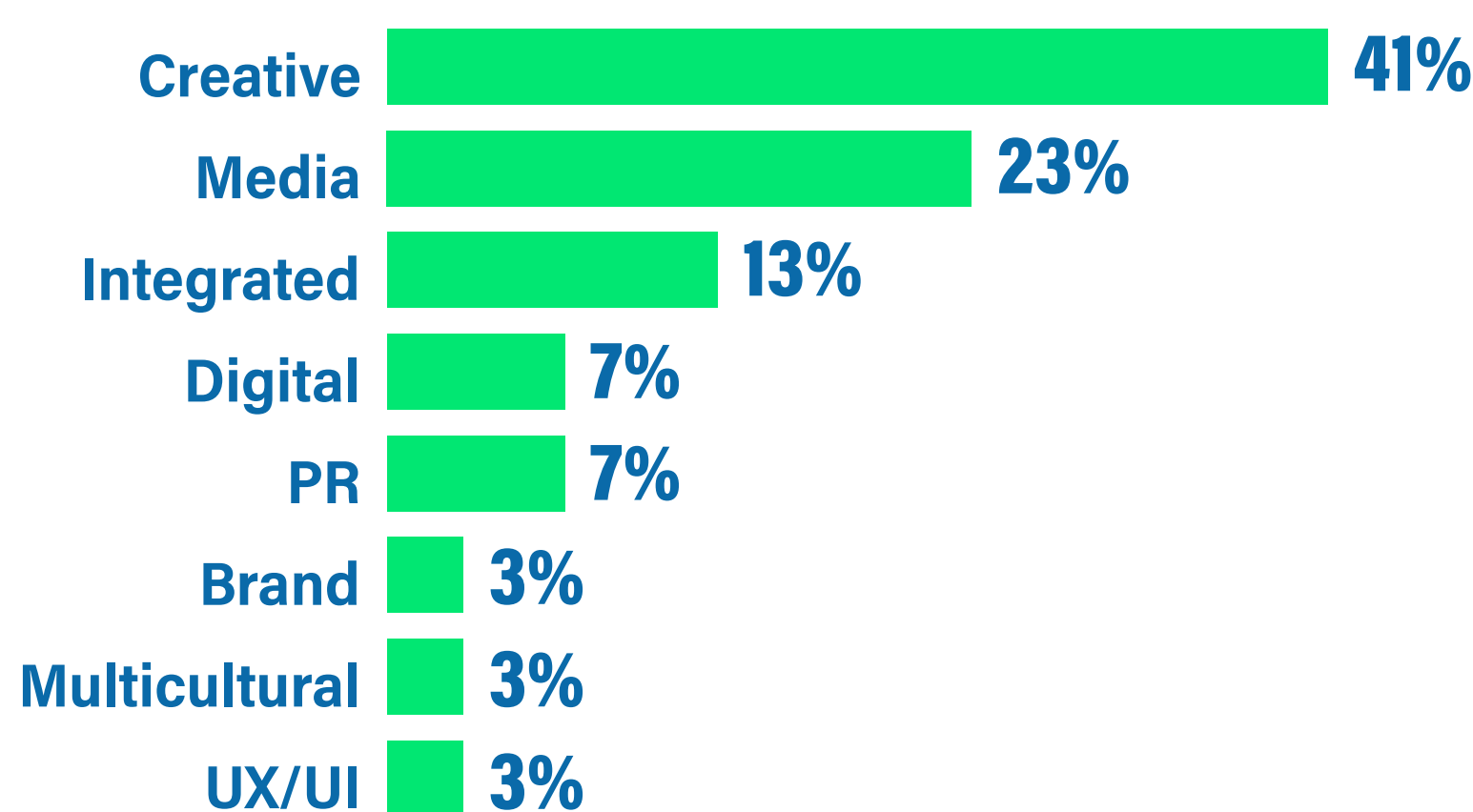
Performance evaluation, compensation and model assessment dipped slightly (about 5%) this year.

With so much “people movement,” clients favored establishing new partnerships over evaluating existing ones.

As agency search took center stage, what types of reviews topped the list?

Creative searches topped the list at 41%. Media came in second— a trend we’re continuing to see.

While “other” search types fell below creative and media, in total, they accounted for 40% of Pile reviews in 2022.



Who were our clients in 2022?

60%

of our clients had an in-house capability, 40% did not.

65%

of our clients returned in 2022, and 35% were new.

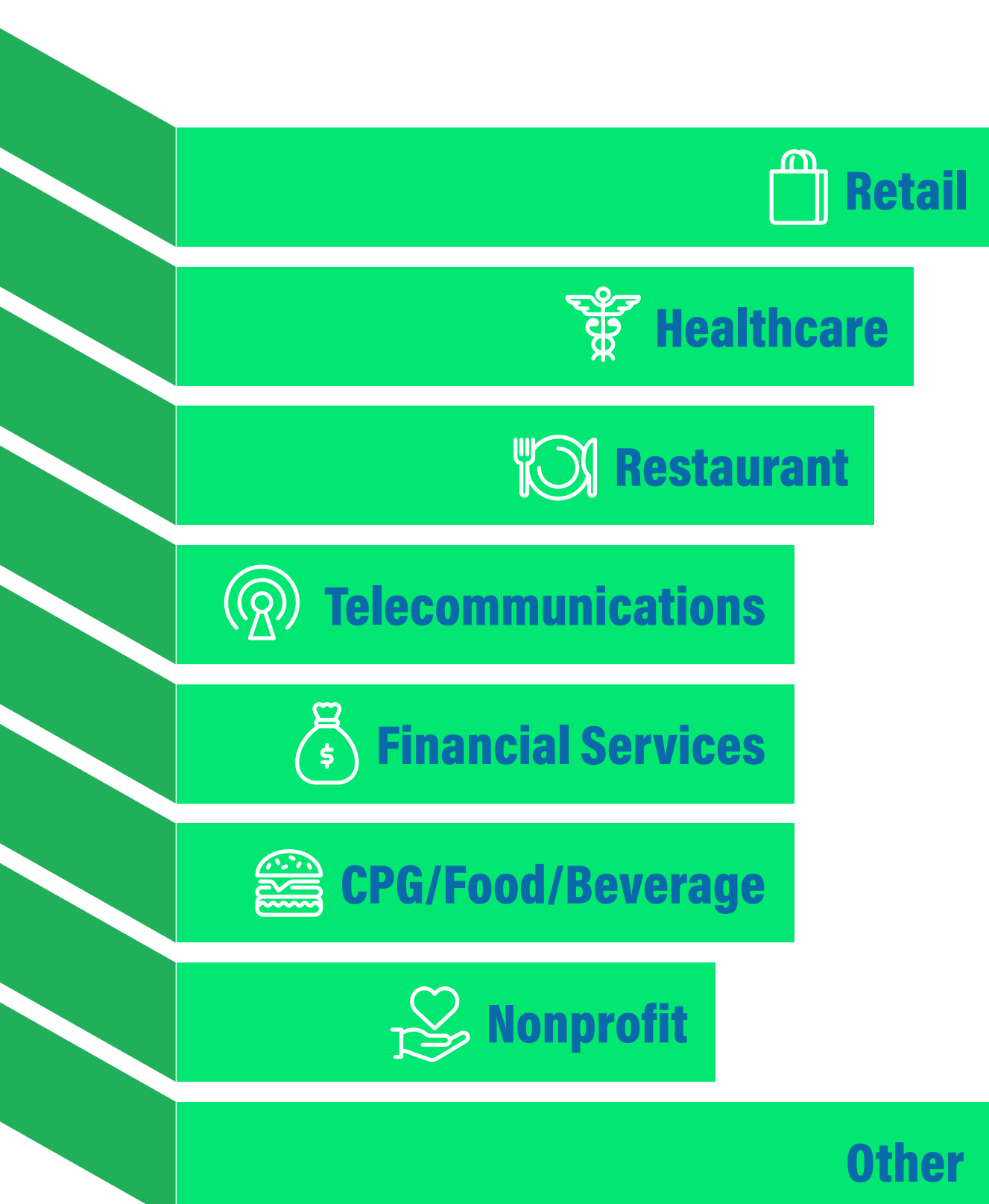
80%

of our searches included **procurement/sourcing**.

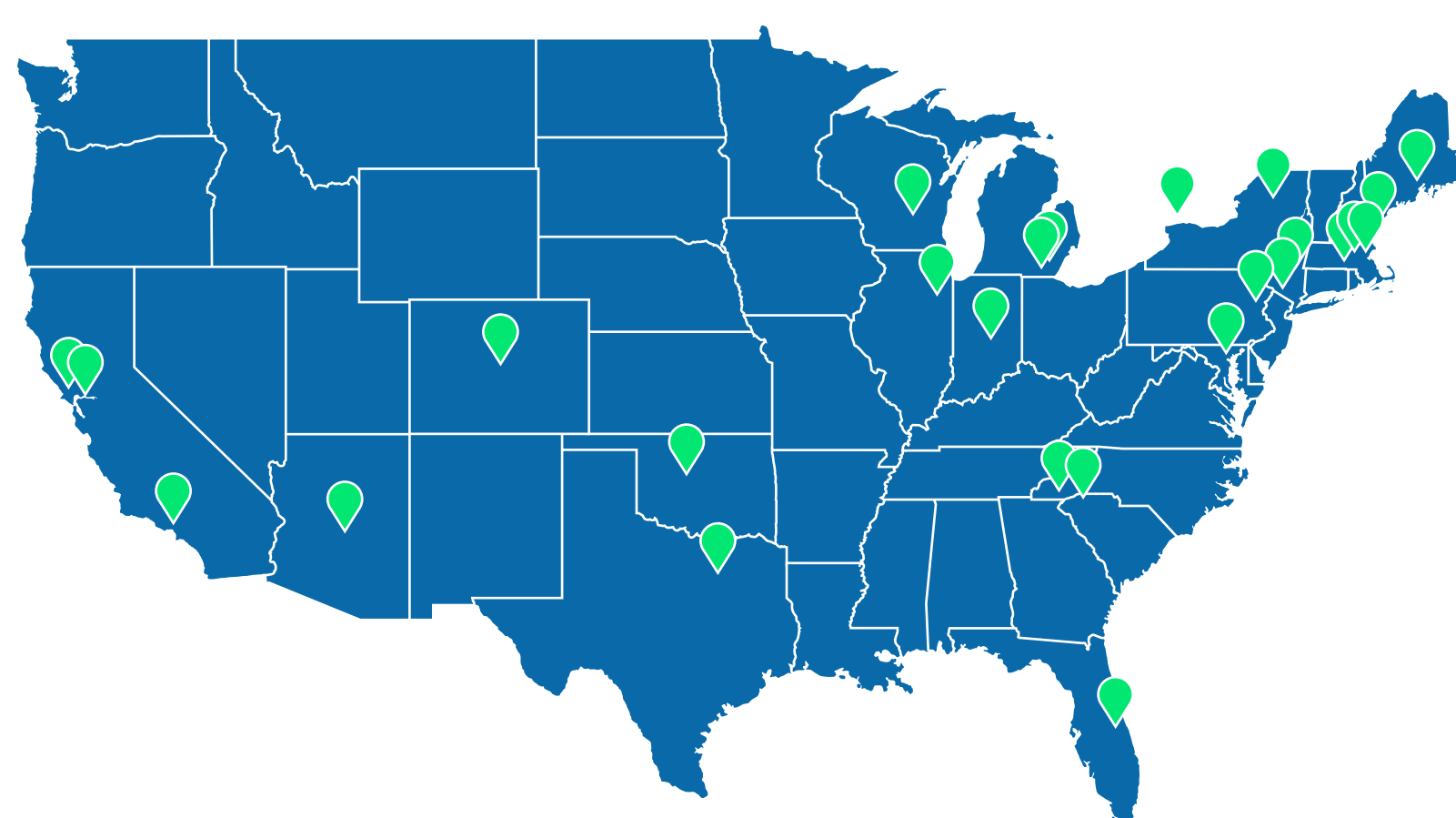
85%

of our clients were **looking for an AOR**, 15% for project partners.

Our clients came from a host of industries...



and were scattered across the country.



Who were the agencies that participated in Pile pitches?

INDEPENDENT AGENCIES

50%

HOLDING COMPANIES



16%

SMALL AGENCIES
(1-49 employees)



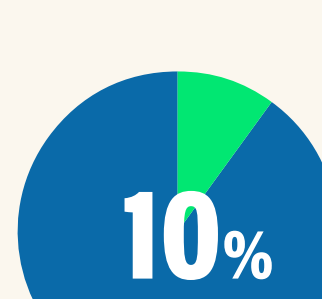
44%

MID-SIZE AGENCIES
(50-249 employees)



40%

LARGE AGENCIES
(250+ employees)



of incumbent agencies were invited to defend.

Pile was in touch with an equal mix of independent agencies and holding companies in 2022, in response to clients’ growing interest in agency ownership structure.

Nearly 85% of the agencies in Pile pitches were mid-size or large, reflecting the types of clients and their scope/budget.

Only 10% of incumbent agencies were invited to defend, typically in procurement-led pitches.

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Pile and Company is a leader in agency search and management consulting.

For immediate inquiries, contact Meghan McDonnell at (617) 587-3937.