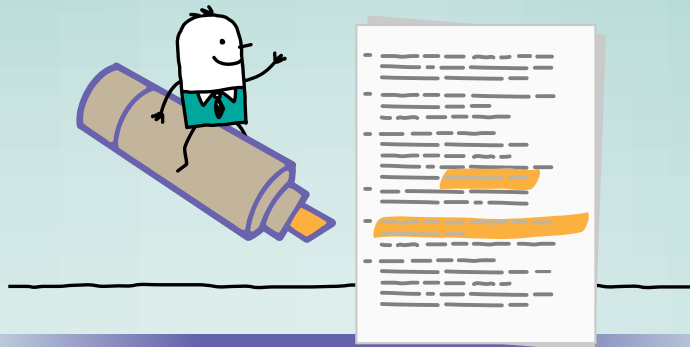


CLIENT MANAGEMENT AND BILLING PRACTICES IN PR - AN EXPLORATORY SURVEY



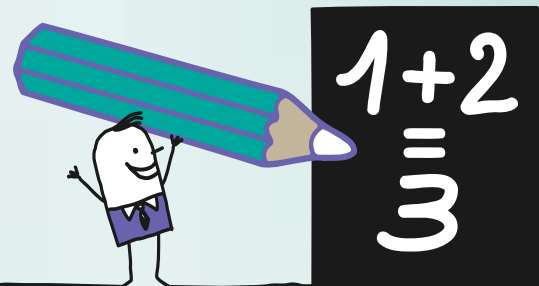
Only **41%** of PR agencies always provide service level agreements for clients.



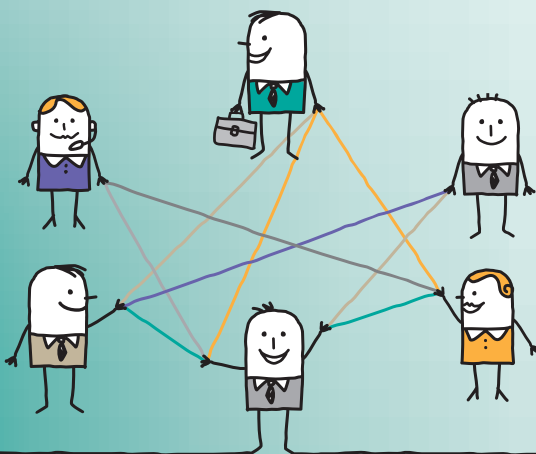
Only **2%** of PR agencies calculate their fees wholly on results



1/5th (21%) of agencies always give clients an estimate of the return on their investment.



42% of PR agencies think there is a need for industry guidance about calculating fee structures and agency rates.



Just over half (59%) of agencies always keep their 'pitch' team as the team on the client account.



Under half (38%) of PR agencies think there is a need for industry guidance about communicating fee structures and agency rates.