



## Model of Excellence

AgencyFinder

Company:

Business Model:

**Business Partnering  
International, Ltd.**  
Glen Allen, VA  
[www.agencyfinder.com](http://www.agencyfinder.com)

**Advertising & Transaction Supported:  
Lead Generation**

### Overview of General Business Model Characteristics

The **Advertising and Transaction Supported: Lead Generation** business model represents a new and sophisticated form of buying guide, where the publisher delivers to the advertiser fully qualified sales leads. Revenue models vary, with a few publishers charging only a flat fee to participate, some charging a flat fee and a per-lead fee, and some charging on a pay-for-performance basis.

### Models of Excellence Benchmarks

AgencyFinder brings a lot of innovation to this model. Users are free to search the AgencyFinder database, but none of the participating advertising and PR agencies are identified by name. Some publishers do this so users can't go around them. AgencyFinder does this to keep users from being swayed by the names and reputations of big-name firms in an explicit effort to keep a level playing field for participating agencies. Further, the AgencyFinder database is really only a pre-screening tool for users: AgencyFinder contacts each user at the conclusion of his or her search to "talk them through" their needs and to help them choose among the short list of agencies they have identified through their database search. Only then does AgencyFinder release agency names to the user.

This "high tech/high touch" approach is truly unique. Averaging more than 400 searches each year, it affords the user - most of whom are smaller firms not experienced with searching for and selecting an agency - objective, personal and highly valuable expert guidance. Less frequent but equally pleased are larger, experienced firms with budgets exceeding \$100 million. For agencies, it means extremely high quality leads with prospects that are more educated and closer to making a final agency selection.

Also of note, AgencyFinder charges its participating agencies on an annual flat fee basis, with no additional fees for the leads it passes along, as a way of differentiating itself completely from the agency search consultants with which it competes.

AgencyFinder is a fascinating blend of data-driven screening coupled with highly personalized assistance, placing it somewhere between a traditional buying guide and a search consulting firm. It's a powerful combination.