



RFI (Request for Information)

Market: Germany

Please fill in all the lines of the RFI form.

Agency name: _____

Website: _____

CEO/MD: _____

CEO/MD contact details: _____

Headquarters in (city, country): _____

Offices in (Germany): _____

CEO/MD (Germany): _____

CEO/MD (Germany) contact details: _____

Further locations in Europe: _____

Network: _____

Other agencies in the network: _____

DIGITAL managed by the agency in line 4, if others then specify: _____

Owner/Shareholder if not Public limited company: _____

Holding: _____

Media purchasing is handled by: _____

Please outline in a few sentences the market positioning / USP / mission of your agency:

Media billings managed CLASSIC (2020-2021) in EUR _____

Media billings managed DIGITAL (2020-2021) in EUR _____

No. local clients (2020) - on agency level _____

No. local clients (2021) - on agency level _____

No. international clients (2020) - on agency level _____

No. international clients (2021) - on agency level _____

No. of employees in (country) (without support functions)* _____

No. of employees for DIGITAL in (country) _____

**means all functions that are responsible for maintaining the business but do not work directly or indirectly for customers e.g. Marketing, HR, Finance...*

Media billings by Media Type in % _____

Top 5 Clients (based on Media Billings) _____

Industry structure (based on Media Billings) _____

(specific) Industry Clients _____

Source of information (Convergence, Recma, Other)* _____

**Note that all figures must be submitted with the corresponding reports in the appendix.*

Contact person for this enquiry: _____

Contact details: _____

Partnership levels with Google _____

Partnership levels with Meta _____

Partnership levels: Others _____

No. of Google certified employees _____

No. of Meta certified employees _____

No. of certified employees: Others _____

Industry references (client names) _____

Please describe your client structure across industries and estimate your share of business in Top 3 industries _____

Please name client references including contact information _____

Areas of special expertise in digital media (Addressable TV, Programmatic video...) _____

Do you have an information and data security/privacy officer? _____

Please name your data security/privacy officer _____

Please name key technical providers for digital campaigns. Please confirm that all owned, operated and licensed technology complies with German and European data and privacy regulation. _____

Relevant certificates with regards to sustainability _____

Please list the certified quality management systems your agency has implemented. _____

Contact names and contact data at auditor/pitch consultant

Credential Questions (Examples)

Any questions that can not be answered with "hard facts" should be responded to in form of long form text, presentation slides or during a personal presentation.

Business experience in XY industry sector _____

Track record 2020/2021 _____

Human resources strategy _____