RESOURCES FOR MEDIA AGENCY CONTRACT COMPLIANCE, MEDIA AUDITING, AND RELATED SERVICES

- **Accenture Media Management**
  www.accenture.com/us-en/service-bpo-media-management
  Relevant services:
  - Digital ad security
  - Financial compliance
  - Media benchmarking
  - Programmatic transparency

  Contact: Perianne Grignon, Senior Client Relationship Lead
  perianne.b.grignon@accenture.com

- **Advertising Audit & Risk Management (AARM)**
  www.aarmusa.com
  Relevant services:
  - Agency financial management auditing and advisory services
  - Media contract compliance and transparency auditing

  Contact: Jim Bean, Principal and Co-Founder
  jbean@aarmusa.com

- **Ad | Optics**
  www.adopadvisors.com
  Relevant services:
  - Guide internal audit, procurement, finance, and marketing operations on performing agency audits
  - Internal marketing, advertising, and media process assessments
  - Advertising, media, and marketing financial and operational contract compliance audits (all agency types)
  - Transparency assessments
  - Operational process improvement services and leading practices

  Contact: Ken Fakler, Partner
  Ken@adopadvisors.com

- **ami+partners (Advantage Media, Inc.)**
  www.advantagemediainc.com
  Relevant services:
    - Media performance auditing
    - Media financial auditing
    - Transparent media benchmark pricing
    - Contract compliance review
    - Media agency review

  Contact: Matthew Reiss, President
  mfreiss@advantagemediainc.com

- **Cortex Media**
  www.cortexmedia.com
  Relevant services:
    - Agency contract review, best practices, and transparency
    - Financial media audits and contract compliance
    - Media cost/quality benchmarking and performance auditing

  Contact: Roland Janisse, Managing Partner
  rjanisse@cortexmedia.com

- **DG2 Worldwide Group (DG2)**
  http://www.dg2ww.com
  Relevant services:
    - Advertising and marketing audits
    - Contract review, best practices, and transparency
    - Financial compliance
    - Media benchmarking
    - Media strategy and consulting
    - Media verification

  Contact: Michael Lay, Chief Executive Officer
  mlay@dg2ww.com

- **Ebiquity and FirmDecisions**
  Note: FirmDecisions is a subsidiary of Ebiquity
  www.ebiquity.com
  www.firmdecisions.com
  Ebiquity relevant services:
    - Marketing performance optimization
    - Media value measurement

  FirmDecisions relevant services:
    - Contract compliance
    - Marketing auditing

  Contacts: Christine Merrifield , Managing Director, Ebiquity
  Christine.Merrifield@ebiquity.com
  Stephen Broderick, Chief Executive Officer, FirmDecisions
  stephen.broderick@firmdecisions.com

- **ECI Media Management**
  www.ecimediamanagement.com
  Relevant services:
  - Pitch Management
  - Media Benchmarking and Auditing
  - Financial Auditing, Remuneration and Contract Compliance
  - Media Strategy Consulting
  - Media Training and Workshops

  Contact: Stephanie Chastan, SVP, Business Development – North America
  stephanie.chastan@ecimm.com

- **Grant Thornton**
  https://www.grantthornton.com/industries/technology/communications-and-media/media-and-advertising-contract-compliance-services
  Relevant services:
  - Contract review
  - Media agency contract compliance audits
  - Forensic, investigative and dispute services

  Contact: Lawrence Griff, Partner in Charge
  lawrence.griff@us.gt.com

- **isd, Inc.**
  www.isdinc.com
  Relevant services:
  - Media audits and benchmarking
  - Media process and performance evaluation
  - Media attribution and optimization

  Contact: George Searle, Chief Executive Officer
  gsearle@isdinc.com

- **KMPG**
  https://advisory.kpmg.us/content/dam/kpmg-advisory/PDFs/RiskConsulting/css-ad-agency.pdf
  Relevant services:
  - Internal media management process assessments
  - Media agency buying performance assessments
  - Media agency financial and operational contract compliance assessments

  Contact: Kevin T. Sheehan, Partner, Advisory, U.S. Lead Media, Marketing and Promotional Agency Contract Compliance Services
  ktsheehan@kpmg.com

- **MediaLink**
  www.medialink.com
  Relevant services:
  - Agency contract review, compensation benchmarking and transparency best practices
  - Client media management operations, benchmarking and best practices
  - Marketing organizational structures and processes
  - Agency performance evaluation, relationship optimization and agency reviews

  Contact: Michael Kassan, Chairman and Chief Executive Officer
  michael@medialink.com

- **Media Management Inc. (MMI)**
  www.mediaaudit.com
  Relevant services:
  - Contract development
  - Media audits
  - Media performance criteria development

  Contact: Thomas Bridge, Chief Executive Officer
  thomas.e.bridge@mediaaudit.com

- **Media Path Network**
  www.media-path.com
  Relevant services:
  - Agency management process optimization
  - Media agency pitch management
  - Cost guarantee management for media agency pitches
  - Cost guarantee tracking and cost validation audits
  - Media benchmark and auditing
  - Media consultancy
  - Cost validation audits
  - Media performance audits

  Contact: Susanne Elias, Chief Executive Officer
  susanne.elias@media-path.com

- **PricewaterhouseCoopers (PwC)**
  http://www.pwc.com/us/en/risk-assurance-services/third-party-assurance.html
  Relevant services:
  - Agency contract compliance assessments (all agency types, inclusive of media)
  - Agency media buying performance assessments
  - Agency media management process assessments

  Contact: Ken Fakler, Managing Director
  kenneth.fakler@us.pwc.com

- **R3**
  www.rthree.com
  Relevant services:
  - Agency contract review, remuneration and benchmarking
  - Pitch management and agency relationship management
  - Media effectiveness and efficiency audits, financial and process audits
  - Digital ecosystem benchmarking
  - Marketing effectiveness audit

  Contact: Greg Paull, Co-founder and Principal
  (greg@rthree.com)

- **Reed Smith LLP**
  www.reedsmith.com/atm/
  Relevant services:
  - Reed Smith has developed a media agency Master Media Planning & Buying Services Agreement which can be used by advertisers in developing their own agency agreements – www.ana.net/contracttemplate

  Contact: Douglas Wood, Partner
  dwood@reedsmith.com

- **Siegal Advisory Solutions, Inc.**
  Relevant services:
  - Media auditing; collaborative, non-confrontational marketing and media agency compliance auditing
  - Operational process improvement services

  Contact: Bob Siegal, Founder
  bob@siegalsolutions.com

- **Wanamaker Associates**
  www.wanamaker.net
  Relevant services:
  - Agency performance evaluations with client satisfaction benchmarking
  - Contract and compensation design/evaluation/auditing
  - Media auditing and benchmarking
  - Process improvement studies

  Contact: Kenneth Bowes, President, Founding Partner
  kbowes@wanamaker.net

Please note that the above is simply a list of available resources for media audits and media agency contract compliance. ANA is not in the position to provide specific recommendations. For companies not listed here, but wish to, please contact Bill Duggan (bduggan@ana.net).

As of May 2019