

World's 50 Largest Agency Companies												
Ranked by 2012 worldwide revenue. Dollars in millions.												
Click links to view details on holdings of the 50 Largest Companies in Ad Age's Agency Family Trees 2013 . See Agency Report 2013 and read methodology.												
RANK		AGENCY	HEADQUARTERS	WORLDWIDE REVENUE			U.S. REVENUE			REVENUE OUTSIDE THE U.S.		
2012	2011			2012	2011	% CHG	2012	2011	% CHG	2012	2011	% CHG
1	1	WPP	London	\$16,459	\$16,053	2.5	\$5,251	\$5,046	4.1	\$11,208	\$11,008	1.8
2	2	Omnicom Group	New York	14,219	13,873	2.5	7,364	7,049	4.5	6,856	6,824	0.5
3	3	Publicis Groupe	Paris	8,494	8,086	5.0	4,043	3,783	6.9	4,451	4,303	3.4
4	4	Interpublic Group of Cos.	New York	6,956	7,015	-0.8	3,804	3,888	-2.2	3,153	3,127	0.8
5	5	Dentsu Inc.* 1	Tokyo	6,390	5,951	7.4	735	629	16.9	5,654	5,321	6.3
6	6	Havas	Puteaux, France	2,287	2,291	-0.2	741	713	3.9	1,546	1,578	-2.0
7	7	Hakuhodo DY Holdings*	Tokyo	2,184	1,934	12.9	0	0	NA	2,184	1,934	12.9
8	8	Alliance Data Systems Corp.'s Epsilon* 2	Irving, Texas	1,223	1,146	6.7	1,159	1,080	7.3	64	66	-2.4
9	9	MDC Partners	New York	1,071	940	13.9	868	755	15.0	202	185	9.3
10	11	Experian's Experian Marketing Services	New York	947	791	19.7	395	367	7.6	552	424	30.2
11	10	Acxiom Corp.	Little Rock, Ark.	823	819	0.6	678	656	3.3	145	163	-10.6
12	12	Sapient Corp.'s SapientNitro	Boston	772	686	12.6	497	450	10.3	275	235	16.8
13	19	IBM Corp.'s IBM Interactive*	Chicago	717	439	63.3	343	255	34.6	374	184	103.1
14	13	DJE Holdings 3	Chicago	690	629	9.7	427	397	7.4	263	231	13.6
15	16	Cheil Worldwide	Seoul	597	461	29.7	67	30	121.8	530	430	23.1
16	14	Asatsu-DK	Tokyo	580	580	-0.1	5	5	-8.1	575	575	-0.0
17	15	Aimia (proprietary loyalty services)	Montreal	486	574	-15.3	313	369	-15.3	173	205	-15.5
18	17	Media Consulta	Berlin	481	460	4.6	13	12	9.2	468	448	4.4
19	18	Grupo ABC	Sao Paulo	402	448	-10.3	20	15	35.1	382	434	-11.9
20	20	inVentiv Health Communications* 4	New York	388	363	6.9	342	316	8.1	47	47	-1.6

World's 15 Largest Digital Agency Networks					
Ranked by 2012 worldwide revenue. Dollars in millions.					
RANK		AGENCY [PARENT]	HEADQUARTERS	WORLDWIDE REVENUE	
2012	2011			2012	% CHG
1	1	Wunderman* [WPP]	New York	\$1,065	3.4
2	3	Digital@Ogilvy* [WPP]	New York	900	3.6
3	2	Digitas.LBi* [Publicis]	Boston	896	2.5
4	4	SapientNitro* [Sapient Corp.]	Boston	772	8.9
5	5	IBM Interactive* [IBM Corp.]	Chicago	717	NA
6	8	Havas Digital Group* [Havas]	New York	594	10.9
7	7	Leo Burnett Worldwide/Arc* [Publicis]	Chicago	563	1.8
8	9	Proximity Worldwide* [Omnicom]	New York	522	3.5
9	6	DraftFCB* [Interpublic]	New York	507	NA
10	11	Epsilon* [Alliance Data Systems Corp.]	Irving, Texas	495	20.8
11	10	Razorfish* [Publicis]	New York	470	11.3
12	12	Dentsu (Japan)* [Dentsu]	Tokyo	443	10.0
13	13	Rapp* [Omnicom]	New York	374	4.9
14	14	Publicis Modem* [Publicis]	Paris/New York	351	2.2
15	17	Isobar* [Dentsu]	London	316	6.6
		Total and percent change for 15 largest		\$8.98B	6.2

50 Largest U.S. Digital Agency Networks					
Ranked by 2012 U.S. revenue. Dollars in thousands.					
RANK		AGENCY [PARENT]	HEADQUARTERS	U.S. REVENUE	
2012	2011			2012	% CHG
1	1	SapientNitro* [Sapient Corp.]	Boston	\$497,000	10.3
2	4	Epsilon* [Alliance Data Systems Corp.]	Irving, Texas	468,326	21.5
3	2	Wunderman* [WPP]	New York	464,500	5.3
4	3	Digitas.LBi* [Publicis]	Boston	407,200	1.8
5	6	Razorfish* [Publicis]	New York	390,000	18.2
6	5	Digital@Ogilvy* [WPP]	New York	362,000	0.8
7	7	IBM Interactive* [IBM Corp.]	Chicago	343,350	NA
8	9	Havas Digital Group* [Havas]	New York	274,600	8.1

25 Largest U.S. Mobile-Marketing Agencies					
Ranked by 2012 U.S. revenue. Dollars in thousands.					
RANK		AGENCY [PARENT]	HEADQUARTERS	U.S. REVENUE	
2012	2011			2012	% CHG
1	7	Wunderman* [WPP]	New York	\$52,000	121.3
2	4	SapientNitro* [Sapient Corp.]	Boston	51,000	104.0
3	NA	Deloitte Digital* [Deloitte Touche Tohmatsu]	Seattle	41,600	NA
4	1	Razorfish* [Publicis]	New York	40,000	1.0
5	2	Ogilvy & Mather Advertising* [WPP]	New York	36,000	20.0
6	3	R/GA* [Interpublic]	New York	31,875	25.0
7	6	Huge* [Interpublic]	Brooklyn, N.Y.	30,542	28.3
8	5	Digitas.LBi* [Publicis]	Boston	25,450	1.8
9	29	Roundarch Isobar* [Dentsu]	Chicago	23,000	258.0
10	8	MRM* [Interpublic]	New York	22,075	5.6
11	9	Tribal Worldwide* [Omnicom]	New York	22,000	10.0
12	18	Acquity Group	Chicago	21,150	99.5
13	10	Phonevalley* [Publicis]	Boston	20,500	2.5
14	16	Possible* [WPP]	New York	18,750	50.0
15	28	T3	Austin, Texas	17,505	157.0
16	13	AKQA* [WPP]	San Francisco	16,753	20.8
17	11	Organic* [Omnicom]	San Francisco	16,605	0.0
18	12	Meredith Xcelerated Marketing [Meredith Corp.]	New York	15,000	0.0
19	NA	ePrize	Pleasant Ridge, Mich.	14,672	NA
20	19	360i* [Dentsu]	New York	13,000	30.0
21	14	Rosetta* [Publicis]	Hamilton, N.J.	12,875	-1.0
22	15	Rapp* [Omnicom]	New York	12,704	1.6
23	17	Iconmobile* [WPP]	Berlin	12,600	5.0
24	26	Goodness Mfg./Trailer Park	Los Angeles	12,000	71.4
25	24	Intouch Solutions	Overland Park, Kan.	10,238	30.7
		Total and percent change for report's 231 units with mobile revenue		\$855M	34.8

Asterisk indicates Ad Age DataCenter estimate. Bracket shows affiliation with agency company. Agencies ranked based on revenue in discipline. Revenue and rankings for 2012 and 2011 based on data collected and/or adjusted in 2013. Digitas.LBi U.S. network revenue excluding MR.Y. Source: [Ad Age DataCenter](#). More info: [AdAge.com/agencyreport2013](#).

World's 10 Largest CRM/Direct-Marketing Networks					
Ranked by 2012 worldwide revenue. Dollars in millions.					
RANK		AGENCY [PARENT]	HEADQUARTERS	WORLDWIDE REVENUE	
2012	2011			2012	% CHG
1	1	Epsilon* [Alliance Data Systems Corp.]	Irving, Texas	\$1,223	6.7
2	2	Wunderman* [WPP]	New York	1,065	3.4
3	4	Experian Marketing Services [Experian]	New York	947	NA
4	3	Acxiom Corp.	Little Rock, Ark.	823	0.6
5	5	Digitas.LBi* [Publicis]	Boston	781	0.9
6	6	Rapp* [Omnicom]	New York	708	0.2
7	7	OgilvyOne Worldwide* [WPP]	New York	574	7.2
8	8	Proximity Worldwide* [Omnicom]	New York	522	3.5
9	9	DraftFCB* [Interpublic]	New York	439	NA
10	10	Merkle	Columbia, Md.	318	4.9
		Total and percent change for 10 largest		\$7.40B	4.2

25 Largest U.S. CRM/Direct-Marketing Networks					
Ranked by 2012 U.S. revenue. Dollars in millions.					
RANK		AGENCY [PARENT]	HEADQUARTERS	U.S. REVENUE	
2012	2011			2012	% CHG
1	1	Epsilon* [Alliance Data Systems Corp.]	Irving, Texas	\$1,159	7.3
2	2	Acxiom Corp.	Little Rock, Ark.	678	3.3
3	3	Wunderman* [WPP]	New York	465	5.3
4	4	Rapp* [Omnicom]	New York	445	1.6
5	5	Digitas.LBi* [Publicis]	Boston	407	1.8
6	6	Experian Marketing Services [Experian]	New York	395	7.6
7	8	Merkle	Columbia, Md.	299	4.8
8	10	OgilvyOne Worldwide* [WPP]	New York	259	8.0
9	9	Rosetta* [Publicis]	Hamilton, N.J.	258	3.0
10	7	DraftFCB* [Interpublic]	New York	253	NA
11	11	MRM* [Interpublic]	New York	221	5.6
12	12	The Agency Inside Harte-Hanks [Harte-Hanks]	Yardley, Pa.	140	-3.5