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TOP U.S. MARKETING SERVICES AGENCIES

RANKED BY 2007 REVENUE FROM MARKETING SERVICES. DOLLARS IN THOUSANDS.

RANK		AGENCY	HEADQUARTERS	U.S. REVENUE		
2007	2006			2007	2006	% CHG
1	2	Epsilon/ Purple@Epsilon* [Alliance Data Systems]	Irving, Texas	\$440,000	\$300,000	46.7
2	1	Rapp Collins Worldwide* [Omnicom]	New York	351,900	306,000	15.0
3	7	Digitas* [Publicis]	Boston	345,000	257,000	34.2
4	3	OgilvyOne Worldwide* [WPP]	New York	338,500	297,800	13.7
5	8	Avenue A/Razorfish [Microsoft Corp.]	Seattle	299,320	235,415	27.1
6	5	Carlson Marketing*	Minneapolis	299,000	282,000	6.0
7	4	DraftFCB (MS only)* [Interpublic]	Chicago/New York	298,440	285,300	4.6
8	6	Wunderman* [WPP]	New York	295,000	264,000	11.7
9	10	G2* [WPP]	New York	189,221	175,100	8.1
10	NA	IBM Interactive* [IBM Corp.]	Chicago	188,000	NA	NA
11	11	George P. Johnson Co.	Auburn Hills, Mich.	185,322	159,248	16.4
12	9	Harte-Hanks Direct	Langhorne, Pa.	181,864	180,766	0.6
13	12	Merkle	Lanham, Md.	180,682	149,497	20.9
14	13	Sapient [Sapient Corp.]	Cambridge, Mass.	164,000	148,000	10.8

15	14	BBDO Worldwide (MS only)* [Omnicom]	Troy, Mich.	156,000	140,500	11.0
16	18	MRM Worldwide* [Interpublic]	New York	140,000	120,000	16.7
17	15	Integer Group* [Omnicom]	Lakewood, Colo.	131,600	131,600	0.0
18	19	Arc Worldwide* [Publicis]	Chicago	129,700	117,300	10.6
19	17	Jack Morton Worldwide* [Interpublic]	Boston	128,500	124,800	3.0
20	26	AKQA	San Francisco	128,000	98,000	30.6
21	30	Organic* [Omnicom]	San Francisco	125,300	86,400	45.0
22	20	Mosaic Sales Solutions	Irving, Texas	121,250	115,900	4.6
23	21	TracyLocke* [Omnicom]	Dallas	121,000	110,000	10.0
24	22	Alcone Marketing Group* [Omnicom]	Irvine, Calif.	116,400	107,500	8.3
25	24	Interbrand* [Omnicom]	New York	115,000	106,500	8.0
25	23	Momentum Worldwide* [Interpublic]	New York	115,000	107,000	7.5
27	28	Aspen Marketing Services*	West Chicago, Ill.	111,842	94,571	18.3
28	16	Euro RSCG 4D* [Havas]	New York	108,700	125,200	-13.2
29	27	Derse	Milwaukee	106,247	95,313	11.5
30	35	Accent Marketing Services [MDC]	Jeffersonville, Ind.	102,811	71,142	44.5
31	34	R/GA* [Interpublic]	New York	102,200	76,600	33.4
32	25	GMR Marketing* [Omnicom]	New Berlin, Wis.	100,000	103,000	-2.9
33	NA	iCrossing	Scottsdale, Ariz	98,000	NA	NA
34	38	IMC2*	Dallas	91,749	61,707	48.7

35	NA	Isobar* [Aegis]	London	91,500	NA	NA
36	NA	Futurebrand* [Interpublic]	New York	90,000	NA	NA
37	31	Protocol Integrated Direct Marketing	Sarasota, Fla.	89,000	81,000	9.9
38	40	Tribal DDB* [Omnicom]	New York	88,000	60,000	46.7
39	32	Targetbase* [Omnicom]	Irving, Texas	86,600	80,000	8.3
40	29	SourceLink	Itasca, Ill.	86,183	88,660	-2.8
41	33	Landor Associates* [WPP]	San Francisco	85,000	78,700	8.0
42	49	Web.com (Submitaweb.com, Leads.com)	Jacksonville, Fla.	83,000	52,000	59.6
43	46	VML* [WPP]	Kansas City, Mo.	74,000	56,000	32.1
44	44	Acxiom Digital [Acxiom Corp.]	Foster City, Calif.	70,000	57,000	22.8
45	39	WhittmanHart Interactive	Chicago	69,000	60,650	13.8
46	42	Ryan Partnership [D. L. Ryan Cos.]	Wilton, Conn.	68,701	58,480	17.5
47	36	Agency.com* [Omnicom]	New York	68,300	65,000	5.1
48	37	Marketing Arm* [Omnicom]	Dallas	68,200	63,000	8.3
49	43	Critical Mass* [Omnicom]	Chicago	67,000	58,000	15.5
50	48	Haggin Marketing	Mill Valley, Calif.	66,000	53,000	24.5
RANK				U.S. REVENUE		
2007	2006	AGENCY	HEADQUARTERS	2007	2006	% CHG
51	41	Hawkeye [Hawkeye Group]	Dallas	63,650	59,448	7.1

52	45	RMG Connect* [WPP]	New York	56,400	56,400	0.0
53	55	Brulant	Beachwood, Ohio	53,227	36,326	46.5
54	66	Digitas Health* [Publicis]	Philadelphia	51,000	30,000	70.0
55	54	Ascentium (1)	Bellevue, Wash.	50,800	37,000	37.3
56	51	Publicis Modem & Dialog* [Publicis]	New York	50,300	47,500	5.9
57	52	OgilvyAction* [WPP]	Chicago	49,400	47,000	5.1
58	57	ePrize	Pleasant Ridge, Mich.	48,997	35,900	36.5
59	47	Alloy Media & Marketing*	New York	48,702	54,991	-11.4
60	63	DoubleClick Performics* [Google]	Chicago	47,900	33,970	41.0
61	65	Javelin Direct* [Omnicom]	Irving, Texas	46,500	30,200	54.0
62	50	Marketing Store	Lombard, Ill.	45,395	50,306	-9.8
63	53	Grizzard Communications Group* [Omnicom]	Atlanta	45,300	45,300	0.0
64	75	Blast Radius* [WPP]	Vancouver/New York	45,000	27,229	65.3
64	56	Fry	Ann Arbor, Mich.	45,000	36,000	25.0
66	70	Tranzact*	Fort Lee, N.J.	44,150	28,606	54.3
67	61	360i*	New York	42,000	34,000	23.5
68	67	Schematic* [WPP]	Los Angeles	40,200	29,600	35.8
69	NA	Rivet* [Interpublic]	Chicago	40,000	NA	NA
70	74	Resource Interactive	Columbus, Ohio	38,500	27,300	41.0
71	68	Saatchi & Saatchi X* [Publicis]	Springdale, Ark.	38,000	29,300	29.7
72	76	AtmosphereBBDO* [Omnicom]	New York	37,800	27,000	40.0

73	58	Hacker Group* [Interpublic]	Bellevue, Wash.	37,400	35,300	5.9
73	62	Tequila* [Omnicom]	New York	37,400	34,000	10.0
75	59	GSP Marketing Services*	Chicago	35,200	35,000	0.6
76	NA	Arnold Worldwide (MS) * [Havas]	Boston	35,000	NA	NA
77	64	Cramer	Norwood, Mass.	34,700	32,305	7.4
78	71	Russ Reid Co.* [Omnicom]	Pasadena, Calif.	32,300	28,100	14.9
78	NA	TBA Global*	Woodland Hills, Calif.	32,300	NA	NA
80	69	Paradysz Matera	New York	31,556	28,631	10.2
81	79	Bridge Worldwide* [WPP]	Cincinnati	31,500	24,000	31.3
82	83	T3	Austin, Texas	30,809	21,091	46.1
83	84	Moxie Interactive* [Publicis]	Atlanta	30,100	19,700	52.8
84	60	Spar Group	Tarrytown, N.Y.	29,400	34,100	-13.8
85	73	Marketing Drive*	Norwalk, Conn.	29,120	28,000	4.0
86	77	Valassis 1 to 1 Solutions*	Burlington, Mass.	28,600	26,700	7.1
87	78	Idea Integration Interactive	Jacksonville, Fla.	28,500	24,000	18.8
88	NA	Zeta Interactive	New York	27,300	NA	NA
89	80	Wirestone	Emeryville, Calif.	26,873	23,161	16.0
90	85	Efficient Frontier*	Mountain View, Calif.	25,793	19,652	31.3
91	90	BFG Communications	Hilton Head Island, S.C.	25,495	17,311	47.3
92	92	IconNicholson [LBi International]	New York	25,000	17,000	47.1
92	95	Switch	St. Louis	25,000	16,000	56.3

94	88	RTC Relationship Marketing* [WPP]	Washington	24,100	18,600	29.6
95	81	Marden-Kane	Manhasset, N.Y.	24,007	23,148	3.7
96	NA	Brierley & Partners* [WPP]	Dallas	24,000	NA	NA
97	72	Equity Marketing & Logistics* [Emak Worldwide]	Los Angeles	23,736	28,082	-15.5
98	89	Cadient Group	West Conshohocken, Pa.	23,587	17,694	33.3
99	93	Catapult Integrated Services [D. L. Ryan Cos.]	Westport, Conn.	23,323	16,836	38.5
100	86	Velocity Sports & Entertainment [Aegis Group]	Norwalk, Conn.	21,759	18,992	14.6
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2007	2006	AGENCY	HEADQUARTERS	2007	2006	% CHG
101	82	Hanley Wood Marketing	Minneapolis	20,622	21,472	-4.0
102	110	Zaaz* [WPP]	Seattle	20,400	11,600	75.9
103	94	Flying Point Media	New York	20,313	16,250	25.0
104	87	Unit 7* [Omnicom]	New York	20,300	18,800	8.0
105	174	Studiocom* [WPP]	Atlanta	19,700	4,600	328.3
106	100	Direct Partners* [Omnicom]	Marina del Rey, Calif.	19,300	14,600	32.2
107	109	Magnani Caruso Dutton	New York	19,225	12,110	58.8
108	97	EastWest Marketing Group*	New York	19,000	16,000	18.8
109	91	Blue Dingo	New York	18,500	17,000	8.8
110	96	Genex [Meredith Corp.]	Culver City, Calif.	18,000	16,000	12.5
110	135	Huge	Brooklyn, N.Y.	18,000	8,000	125.0

112	103	Impaqt	Pittsburgh	17,359	14,100	23.1
113	106	Razor	Addison, Texas	17,141	13,116	30.7
114	114	Acronym Media	New York	16,200	11,000	47.3
115	99	SendTec	St. Petersburg, Fla.	16,010	14,850	7.8
116	98	Creative Direct Marketing Group	Torrance, Calif.	16,000	15,000	6.7
116	111	Macquarium Intelligent Communications*	Atlanta	16,000	11,600	37.9
118	104	Gage	Minneapolis	15,455	14,096	9.6
119	108	Upshot* [Emak Worldwide]	Chicago	15,432	12,256	25.9
120	121	Enlighten	Ann Arbor, Mich.	15,000	10,000	50.0
121	102	Source Marketing* [MDC]	Norwalk, Conn.	14,990	14,100	6.3
122	NA	Acxiom Corp. [Acxiom Corp.]	Little Rock, Ark.	14,619	NA	NA
123	123	Web Associates	San Luis Obispo, Calif.	14,150	9,600	47.4
124	NA	Ignite Health* [inVentiv Health]	Irvine, Calif.	13,500	NA	NA
125	105	DMW Worldwide	Wayne, Pa.	13,197	13,576	-2.8
126	115	Didit	Rockville Centre, N.Y.	13,000	11,000	18.2
126	112	Greater Than One	New York	13,000	11,000	18.2
126	133	The Search Agency*	Santa Monica, Calif.	13,000	8,002	62.5
129	107	Mastermind Marketing	Atlanta	12,850	12,950	-0.8
130	118	Bennett Kuhn Varner	Atlanta	12,500	10,448	19.6
131	151	SolutionSet	Palo Alto, Calif.	12,000	6,500	84.6
132	101	Vox Medica	Philadelphia	11,948	14,164	-15.6
133	127	New Media Strategies [Meredith Corp.]	Arlington, Va.	11,926	9,091	31.2

134	126	Seismicom	San Francisco	11,866	9,196	29.0
135	150	Digitaria	San Diego	11,800	6,500	81.5
136	132	One to One Interactive	Charlestown, Mass.	11,000	8,200	34.1
136	154	Resolution Media* [Omnicom]	Chicago	11,000	6,300	74.6
138	139	2Advanced Studios	Aliso Viejo, Calif.	10,000	7,500	33.3
138	145	Barbarian Group	Boston	10,000	6,909	44.7
138	134	Oneupweb	Traverse City, Mich.	10,000	8,000	25.0
138	167	Search Rev [AKQA]	Palo Alto, Calif.	10,000	5,000	100.0
142	146	Quigley-Simpson*	Los Angeles	9,869	6,832	44.4
143	138	Lockard & Wechsler	Irvington, N.Y.	9,845	7,578	29.9
144	130	Creative Direct Response	Bowie, Md.	9,711	8,627	12.6
145	140	Renegade* [Dentsu]	New York	9,661	7,347	31.5
146	124	Gem Group*	New York	9,600	9,600	0.0
147	152	nFusion Group	Austin, Texas	9,512	6,475	46.9
148	117	TaCito Direct Marketing	Dallas	9,359	10,569	-11.4
149	125	Flair Communications Agency*	Chicago	9,217	9,217	0.0
150	129	TPG Direct* [Omnicom]	Philadelphia	9,200	8,700	5.7
RANK				U.S. REVENUE		
2007	2006	AGENCY	HEADQUARTERS	2007	2006	% CHG
151	122	Nexus Direct	Virginia Beach, Va.	9,100	9,800	-7.1
152	113	Nurun	Montreal	9,000	11,000	-18.2
153	119	Sigma Marketing Group	Rochester, N.Y.	8,894	10,400	-14.5
154	131	Natrel Communications	Parsippany, N.J.	8,886	8,305	7.0
155	136	Biggs Gilmore	Kalamazoo, Mich.	8,804	7,971	10.5
156	168	Spunlogic	Atlanta	8,800	5,000	76.0

157	116	Clear Ink	Berkeley, Calif.	8,500	10,800	-21.3
157	128	Weyforth-Haas Marketing	Overland Park, Kan.	8,500	9,027	-5.8
159	120	Geary Interactive	San Diego	8,370	10,061	-16.8
160	161	Deep Focus	New York	8,305	5,611	48.0
161	166	Babcock & Jenkins	Portland, Ore.	8,216	5,054	62.6
162	NA	Red Urban* [Omnicom]	New York	8,145	NA	NA
163	144	Data Marketing*	Santa Clara, Calif.	8,000	7,000	14.3
163	143	MindComet	Altamonte Springs, Fla.	8,000	7,000	14.3
165	141	Reprise Media* [Interpublic]	New York	7,800	7,200	8.3
165	148	Tocquigny	Austin, Texas	7,800	6,750	15.6
167	158	Range Online	Fort Worth, Texas	7,751	5,973	29.8
168	137	Catalyst Direct	Rochester, N.Y.	7,582	7,659	-1.0
169	155	Fullhouse Media	Milwaukee	7,500	6,250	20.0
169	NA	LBi Atlanta* [LBi International]	Atlanta	7,500	NA	NA
171	NA	Mktg Services [Acxiom Corp.]	Newtown, Pa.	7,400	NA	NA
171	180	White Horse	Portland, Ore.	7,400	4,300	72.1
173	157	EVB San Francisco* [Omnicom]	San Francisco	7,300	6,000	21.7
174	147	Apollo Interactive	Culver City, Calif.	7,000	6,800	2.9
175	162	Search Engine Optimization	Carlsbad, Calif.	6,900	5,560	24.1
176	153	Media Horizons	Norwalk, Conn.	6,729	6,366	5.7
177	186	SendTraffic	New York	6,600	3,740	76.5
178	NA	PriceWeber Marketing Communications	Louisville, Ky.	6,503	NA	NA

179	163	Threespot Media	Washington	6,500	5,350	21.5
180	159	Huntsinger & Jeffer	Richmond, Va.	6,471	5,901	9.7
181	193	LatinMedios.com	Aventura, Fla.	6,297	3,024	108.2
182	178	Fathom SEO	Valley View, Ohio	6,200	4,500	37.8
183	156	Roska Direct	Montgomeryville, Pa.	6,151	6,019	2.2
184	170	ID Society	New York	6,100	4,900	24.5
185	164	Bayshore Solutions	Tampa, Fla.	6,050	5,100	18.6
186	142	Charleston/Orwig	Hartland, Wis.	5,872	7,031	-16.5
187	175	Submit Express	Burbank, Calif.	5,670	4,600	23.3
188	NA	Fusebox*	New York	5,640	NA	NA
189	165	Digital Pulp	New York	5,500	5,100	7.8
189	NA	Syrup* [LBi International]	New York	5,500	NA	NA
191	160	Sundog	Fargo, N.D.	5,416	5,677	-4.6
192	169	949	Lake Forest, Calif.	5,300	5,000	6.0
193	181	TargetCom* [MDC]	Chicago	5,180	4,020	28.9
194	171	SiteLab Interactive	La Jolla, Calif.	5,100	4,800	6.3
195	191	Red F	Charlotte, N.C.	4,970	3,313	50.0
196	177	Blue Sky*	Atlanta	4,700	4,550	3.3
196	179	Digiknow	Cleveland	4,700	4,400	6.8
198	176	Sloan Group* [Interpublic]	New York	4,600	4,600	0.0
199	173	Alexander Marketing Services	Grand Rapids, Mich.	4,522	4,684	-3.5
200	189	N-tara	Johnson City, Tenn.	4,500	3,400	32.4
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201	184	Ebel, Signorelli & Welke	Chicago	4,300	3,883	10.7
202	192	Red Door Interactive*	San Diego	4,243	3,288	29.0
203	183	Latin3	Hollywood, Fla.	4,200	4,000	5.0
204	187	Fuse Interactive	Laguna Beach, Calif.	4,100	3,420	19.9
205	198	R2integrated	Baltimore	4,000	2,440	63.9
206	190	Ovation Marketing	La Crosse, Wis.	3,900	3,378	15.5
207	194	Response Mine Interactive	Atlanta	3,840	2,900	32.4
208	172	KYK Marketing*	Louisville, Ky.	3,800	4,800	-20.8
208	196	Skyworks Technologies*	Hackensack, N.J.	3,800	2,800	35.7
210	197	352 Media Group	Newberry, Fla.	3,520	2,600	35.4
211	182	Structure Interactive	Grand Rapids, Mich.	3,500	4,000	-12.5
212	188	Ventura Associates	New York	3,461	3,417	1.3
213	185	Latorra, Paul & McCann Advertising	Syracuse, N.Y.	3,372	3,826	-11.9
214	200	LeapFrog Interactive	Louisville, Ky.	3,330	2,208	50.8
215	212	Stinson Partners	Irvington, N.Y.	2,500	1,100	127.3
216	195	Unreal Marketing Solutions*	Conshohocken, Pa.	2,450	2,900	-15.5
217	208	Sarkissian Mason	New York	2,250	1,500	50.0
218	202	IMC	Holmdel, N.J.	2,218	2,065	7.4
219	204	Crossbow Group	Westport, Conn.	2,175	1,875	16.0
220	203	Tipton & Maglione	Great Neck, N.Y.	2,079	1,929	7.8
221	199	Enquiro Search Solutions	Kelowna, B.C., Canada	2,078	2,363	-12.1
222	211	Goodman Marketing Partners	San Rafael, Calif.	2,004	1,171	71.2
223	NA	Y Brand* [inVentiv Health]	New York	2,000	NA	NA
224	205	Lortz Direct Marketing	Omaha	1,747	1,806	-3.3

225	207	Vizion Interactive	Irving, Texas	1,700	1,600	6.3
226	206	Sharpe Partners	New York	1,694	1,603	5.7
227	201	SearchAdNetwork	Denver	1,478	2,100	-29.6
228	220	Sensis	Los Angeles	1,437	586	145.2
229	213	WalkerTek Interactive Marketing	Fairfield, N.J.	1,179	1,016	16.1
230	210	Abstract Edge	Sea Cliff, N.Y.	1,100	1,300	-15.4
231	215	10th Degree	Lake Forest, Calif.	1,066	942	13.2
232	209	Active Inquiry*	Riverside, Conn.	1,030	1,500	-31.3
233	214	ENA Healthcare Communications	Eatontown, N.J.	1,000	950	5.3
234	217	.Com Marketing	Winter Park, Fla.	894	822	8.7
235	216	Outside the Box Interactive*	Jersey City, N.J.	846	846	0.0
236	221	InfoMat*	Torrance, Calif.	656	492	33.3
237	219	Omnera*	Minneapolis	600	600	0.0
238	222	Osmosis	New York	520	260	100.0
239	218	Double Platinum	New York	456	701	-35.0

Source: [Ad Age DataCenter](#). Marketing-services ranking based on revenue from direct marketing, promotion and digital. Revenue supplied by companies via Ad Age questionnaire, obtained from public documents or estimated by Ad Age. Asterisk (*) indicates estimate. 2006 figures based on data collected and/or adjusted in 2008. Read [report methodology](#). (1) Excludes non-marketing operations; MWR, a Spokane, Wash. based agency bought in '07, included in '07 and '06 revenue on pro forma basis.