

Largest U.S. Digital Agencies

Ranked by 2010 U.S. revenue. Dollars in thousands.

RANK		AGENCY [PARENT]	HEADQUARTERS	U.S. REVENUE	
2010	2009			2010	% CHG
1	1	Digitas* ¹ [Publicis]	Boston	\$502,236	13.9
2	6	SapientNitro [Sapient Corp.]	Boston	350,000	35.1
3	3	OgilvyInteractive ² [WPP]	New York	340,000	13.1
4	2	Razorfish* ³ [Publicis]	Seattle	337,000	6.3
5	4	Wunderman* [WPP]	New York	311,999	11.0
6	5	DraftFCB* ⁴ [Interpublic]	Chicago/New York	300,000	11.1
7	7	IBM Interactive* [IBM Corp.]	Chicago	233,600	10.9
8	9	Rosetta	Hamilton, N.J.	218,394	23.1
9	10	Rapp* [Omnicom]	New York	195,780	12.9
10	13	R/GA* [Interpublic]	New York	175,000	45.8
11	8	Meredith Integrated Marketing [Meredith Corp.]	Des Moines	173,000	-2.8
12	15	GSI Global Marketing Services* [GSI Commerce]	King of Prussia, Pa.	162,881	48.8
13	NA	Leo Burnett Worldwide/Arc* [Publicis]	Chicago	162,451	NA
14	14	Euro RSCG Worldwide* [Havas]	New York	140,970	27.0
15	20	Epsilon [Alliance Data Systems Corp.]	Irving, Texas	138,000	78.1
16	12	iCrossing* [Hearst Corp.]	Scottsdale, Ariz.	136,100	12.0
17	11	Organic* [Omnicom]	San Francisco	129,007	-4.8
18	16	AKQA	San Francisco	124,800	26.1
19	22	Critical Mass* [Omnicom]	Chicago	95,000	26.7
20	18	Tribal DDB* [Omnicom]	New York	90,200	7.4
21	19	VML* [WPP]	Kansas City, Mo.	90,000	12.5
22	17	Axiom Corp.	Little Rock, Ark.	87,400	2.1
23	NA	Possible Worldwide* [WPP]	New York	87,000	NA
24	21	MRM Worldwide* [Interpublic]	New York	85,500	14.0
25	26	Carlson Marketing* [Groupe Aeroplan]	Minneapolis	85,200	33.1
26	23	Proximity Worldwide* [Omnicom]	New York	83,552	12.0
27	29	360i* [Dentsu]	New York	75,000	25.0
28	31	Goodby, Silverstein & Partners* [Omnicom]	San Francisco	74,204	35.9
29	32	Acquity Group	Chicago	72,500	41.4
29	27	Publicis Modem* [Publicis]	New York	72,500	16.0
31	28	TMP Worldwide Advertising & Communications [TMP Worldwide]	New York	69,268	15.4
32	24	Plattform Advertising [Ad Venture Interactive]	Lenexa, Kan.	68,466	1.2
33	36	Aspen Marketing Services	West Chicago, Ill.	68,413	44.5
34	30	Moxie Interactive* [Publicis]	Atlanta	65,000	8.3
35	34	Fry*	Ann Arbor, Mich.	53,300	7.9
36	41	Resource Interactive	Columbus, Ohio	53,000	29.3
37	39	iProspect* [Aegis Group]	Boston	52,000	20.9
37	NA	Merkle	Columbia, Md.	52,000	NA
39	37	Roundarch	Chicago	51,488	10.9
40	25	Ascentium	Bellevue, Wash.	50,200	-23.9
41	33	IMC* [IMC2]	Dallas	48,000	-4.0
42	43	Fleishman-Hillard* [Omnicom]	St. Louis	47,040	27.1
43	40	Hawkeye [Hawkeye Group]	Dallas	46,681	10.5
44	38	LBI [LBI International]	New York	46,000	7.0
45	46	Group M Search* [WPP]	St. Louis	45,495	35.0
46	35	Band Digital	Chicago	43,014	-9.7
47	49	Huge* [Interpublic]	Brooklyn, N.Y.	42,842	38.2
48	74	Edelman [Daniel J. Edelman]	Chicago	41,595	105.1
49	42	GyroHSR*	New York	40,805	6.5
50	44	ePrize	Pleasant Ridge, Mich.	40,718	12.8

Asterisk indicates Ad Age estimate. Bracket shows affiliation with top agency firm. Agencies ranked based on revenue in these disciplines. Revenue from digital networks, including units that report into network. 1. Digitas network including Digitas Health. 2. Digital revenue of Ogilvy & Mather network. 3. Razorfish network including Razorfish Health. 4. DraftFCB excluding R/GA. Source: Ad Age DataCenter. 2010 and 2009 revenue and rankings based on data collected and/or adjusted in 2011. See the [Agency Report 2011](#) and read methodology.