

Top Digital Agencies					
Ranked by 2009 U.S. revenue. Dollars in thousands.					
RANK		AGENCY (PARENT)	HEADQUARTERS	U.S. REVENUE	
2009	2008			2009	% CHG
1	2	Razorfish* [Publicis]	Seattle	\$317,000	0.0
2	1	Digitas* [Publicis]	Boston	294,900	-7.6
3	5	IBM Interactive* [IBM Corp. (IBM Interactive)]	Chicago	210,700	8.6
4	4	OgilvyInteractive/Neo@Ogilvy* [WPP]	New York	207,500	0.0
5	3	SapientNitro* [Sapient Corp. (SapientNitro)]	Boston	206,755	-9.5
6	8	Meredith Integrated Marketing [Meredith Corp.]	Des Moines	176,000	12.8
7	9	Rapp* [Omnicom]	New York	173,400	16.0
8	6	Wunderman* [WPP]	New York	157,200	-2.2
9	10	Rosetta	Hamilton, N.J.	152,466	6.8
10	11	Organic* [Omnicom]	San Francisco	135,512	5.0
11	13	R/GA* [Interpublic]	New York	122,000	3.0
12	12	iCrossing	Scottsdale, Ariz.	121,500	1.3
13	7	MRM Worldwide* [Interpublic]	New York	120,000	-23.6
14	14	Euro RSCG Worldwide* [Havas]	New York	111,000	7.9
15	NA	GSI Interactive Marketing [GSI Commerce (GSI Interactive Marketing)]	King of Prussia, Pa.	109,445	NA
16	23	Digitas Health* [Publicis]	Philadelphia	105,100	38.3
17	15	DraftFCB* [Interpublic]	Chicago/New York, Ill.	99,000	-1.0
18	22	AKQA*	San Francisco	94,700	22.7
19	17	Acxiom Corp.	Little Rock, Ark.	85,600	-2.9
20	16	Tribal DDB* [Omnicom]	New York	84,000	-6.7
21	18	VML* [WPP]	Kansas City, Mo.	80,000	-4.8
22	21	Epsilon/Purple@Epsilon [Alliance Data Systems Corp. (Epsilon)]	Irving, Texas	77,500	-0.9
23	20	Critical Mass* [Omnicom]	Chicago	75,000	-9.6
24	24	Proximity Worldwide* [Omnicom]	New York	74,600	5.1
25	28	Arc Worldwide* [Publicis]	Chicago	74,508	24.5
26	19	Ascentium	Bellevue, Wash.	66,000	-21.4
27	50	Carlson Marketing* [Groupe Aeroplan (Carlson Marketing)]	Minneapolis	64,000	101.3
28	32	360i* [Dentsu]	New York	60,000	20.0
28	29	Moxie Interactive* [Publicis]	Atlanta	60,000	14.3
30	30	Goodby, Silverstein & Partners* [Omnicom]	San Francisco	54,600	5.0
31	26	Acquity Group	Chicago	51,255	-16.3
32	27	IMC2	Dallas	50,000	-18.0
33	36	Fry*	Ann Arbor, Mich.	49,400	9.8
34	43	Bridge Worldwide* [WPP]	Cincinnati	49,250	32.5
35	31	WhitmanHart	Chicago	47,615	-8.3
36	88	Aspen Marketing Services	West Chicago, Ill.	47,334	232.3
37	33	Lbi [Lbi International]	New York	47,000	0.0
38	41	Roundarch	Chicago	46,425	19.9
39	25	Isobar (excluding U.S. iProspect rev.)* [Aegis Group]	London, U.K.	45,500	-27.9
40	42	Hawkeye [Hawkeye Group]	Dallas	42,233	12.4
41	47	iProspect (including Range Online Media)* [Aegis Group]	Boston	42,000	23.5
41	35	Blast Radius* [WPP]	Vancouver, British Columbia	42,000	-6.7
43	45	Resource Interactive	Columbus, Ohio	41,000	13.9
44	34	TMP Worldwide Advertising & Communications [TMP Worldwide (Veronis Suhler Stevenson)]	New York	40,444	-12.9
45	37	Schematic* [WPP]	New York	40,000	-8.7
46	51	GyroHSR	New York	38,310	23.0
47	39	Publicis Modem & Dialog* [Publicis]	New York	36,500	-7.4
48	38	ePrize	Pleasant Ridge, Mich.	36,102	-8.6
49	40	G2* [WPP]	New York	36,000	-7.7
50	61	Group M Search* [WPP]	St. Louis	33,700	29.9

Asterisk indicates estimate. Bracket shows affiliation with top agency firm. 2009 and 2008 revenue and rankings based on data collected and/or adjusted in 2010. Ranking excludes certain agencies such as Vantage Media (vantagemedia.com), whose pay-for-performance business models give them a different revenue and cost structure from other agencies in the rankings. 1. Figures for OgilvyInteractive/Neo@Ogilvy are combined digital revenue for Ogilvy & Mather. Methodology and AgencyReport2010: AdAge.com/agencyreport2010. Source: AdAge.com/DataCenter.