



| <b>RESPONDENT FIRMS</b>                                 | <b>%</b> |
|---|----------|
| In-House or "Client-Side"                               | 33.33%   |
| Multi-Service Agency (Advertising, Web, Creative, etc.) | 22.70%   |
| Search-Specific Agency                                  | 21.28%   |
| Self-Employed (Freelancer, Contractor, Business Owner)  | 12.76%   |
| Consulting Firm   | 4.96%    |
| Content Marketing Shop                                  | 3.55%    |
| SaaS Company  | 1.42%    |
| <b>N=141</b>  |          |

# Implementation **Blockers**

