



## RFI (Request for Information)

Market: Germany

Please fill in all the lines of the RFI form.

Agency name:	
Website:	
CEO/MD:	
CEO/MD contact details:	
Headquarters in (city, country):	
Offices in (Germany):	
CEO/MD (Germany):	
CEO/MD (Germany) contact details:	
Further locations in Europe:	
Network:	
Other agencies in the network:	
DIGITAL managed by the agency in line 4, if others then specify:	
Owner/Shareholder if not Public limited company:	
Holding:	
Media purchasing is handled by:	

Please outline in a few sentences the market positioning / USP / mission of your agency:


Media billings managed CLASSIC (2020-2021) in EUR	
Media billings managed DIGITAL (2020-2021) in EUR	

No. local clients (2020) - on agency level	
No. local clients (2021) - on agency level	

No. international clients (2020) - on agency level	
No. international clients (2021) - on agency level	

No. of employees in (country) (without support functions)*	
No. of employees for DIGITAL in (country)	
<i>*means all functions that are responsible for maintaining the business but do not work directly or indirectly for customers e.g. Marketing, HR, Finance...</i>	

Media billings by Media Type in %	
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Top 5 Clients (based on Media Billings)	
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Industry structure (based on Media Billings)	
(specific) Industry Clients	

Source of information (Convergence, Recma, Other)*	
<i>*Note that all figures must be submitted with the corresponding reports in the appendix.</i>	

Contact person for this enquiry:	
Contact details:	

Partnership levels with Google	
Partnership levels with Meta	
Partnership levels: Others	
No. of Google certified employees	
No. of Meta certified employees	
No. of certified employees: Others	

Industry references (client names)	
Please describe your client structure across industries and estimate your share of business in Top 3 industries	
Please name client references including contact information	
Areas of special expertise in digital media (Addressable TV, Programmatic video...)	

Do you have an information and data security/privacy officer?	
Please name your data security/privacy officer	
Please name key technical providers for digital campaigns. Please confirm that all owned, operated and licensed technology complies with German and European data and privacy regulation.	

Relevant certificates with regards to sustainability	
Please list the certified quality management systems your agency has implemented.	

Contact names and contact data at auditor/pitch consultant

## Credential Questions (Examples)

Any questions that can not be answered with "hard facts" should be responded to in form of long form text, presentation slides or during a personal presentation.

Business experience in XY industry sector
Track record 2020/2021
Human resources strategy