+44 20 8123 2220
info@marketpublishers.com

Advertising Agencies and Marketing Services Industry (U.S.): Analytics, Extensive Financial Benchmarks, Metrics and Revenue Forecasts to 2022, NAIC 541810

https://marketpublishers.com/r/A4D9364EAC9EN.html
Date: February 2016
Pages: 64
Price: US$ 1,995.00 (Single User License)
ID: A4D9364EAC9EN

Abstracts

Advertising Agencies and Marketing Services Industry (U.S.): Analytics, Extensive Financial Benchmarks, Metrics and Revenue Forecasts to 2022, NAIC 541810

Vital industry-specific data including metrics, benchmarks, historic numbers, growth rates and forecasts that will save countless hours of research.

Key Findings:

> Advertising Agencies and Marketing Services Industry (U.S.) to reach $74.1 billion by 2022.
>
> Advertising Agencies and Marketing Services Industry, including Average EBITDA, Operating Ratios and Sales per Employee.

Core Benefits to Customer:

1) Comprehensive overview of an industry's financial results, ratios, vital statistics and metrics in one package
2) Complete benchmarking of the industry and its top companies
3) Deep industry and company financials

This Plunkett Analytics Report Features:

1) Historical data

2) Revenue forecasts, growth rates and CAGR
3) Operating ratios
4) Complete data for benchmarking a company to its industry and to specific leading companies
5) Benchmarking this industry to all U.S. industries
6) Deep profiles and financial histories/operating ratios for up to ten top U.S.-based companies

Pages: 64
Statistical Tables Provided: 33
Charts Provided: 21
Geographic: US

Designed to benefit:

Analysis and Financial Modeling

Investment Professionals

Lenders

M&A Advisors

Appraisers

Consultants

Similar reports are available from Plunkett Research for nearly all U.S. industries.

“Plunkett Research has built a solid reputation providing industry analysis and research in a diverse spectrum of areas—energy and utilities, finance and investment, health care and biotechnology, and engineering and research to name a few.” American Reference Books Annual

Key Data:

Industry Summary

+44 20 8123 2220
info@marketpublishers.com

Revenues historical through 2014

Revenues projected through 2022

Employee Count 2007-2014

Annual Growth Rate 2014

CAGR 2006 through 2014

CAGR 2015 through 2022

Top U.S. Companies

Employment and Establishments

Number of Firms 2007-2014

Number of Establishments 2007-2014

Employees, 2007-2014

Average Annual Sales per Firm & per Establishment 2007-2014

Sales per Employee

Average Annual Operating Ratios

Revenue Compared to All Industries

Expenses Compared to All Industries

Profits & Income Taxes Compared to All Industries

Benchmarks

This Industry Compared to All Industries - Comparison of Revenues, Profits and Taxes to All Industries

Industry Results, Publicly-Held Companies (U.S.), Average for all Companies - Industry Income Statement, Balance Sheet, Cash Flow Statement, 2009-2014

Top Companies Profiled & Ranked - In-Depth Profiles, Financial Reports, Ranks & Executive Lists for Top U.S.-Based Corporations

Top Companies Ranked

- Market Capitalization
- Employees
- Revenue
- Net Income
- 3-Year Revenue Growth
- 3-Year Income Growth
- Return on Assets
- Return on Equity
- Return on Invested Capital

List of Leading (Public and Private) Companies

Comparison of Individual Top Publicly-Held Companies to Industry Averages, 2014 - Income Statements, Balance Sheets and Cash Flow Statements

Companies Profiled:

- Omnicom Group Inc

+44 20 8123 2220
info@marketpublishers.com

Interpublic Group of Companies Inc

ICOM

Groupon Inc

Ogilvy & Mather Worldwide

CDK Global Inc

Dex Media Inc

Havas Worldwide Inc

Epsilon Data Management LLC

AppNexus Inc

+44 20 8123 2220
info@marketpublishers.com

Contents

1. INTRODUCTION

A. Core Benefits to Customer:
Comprehensive overview of an industry's financial results, ratios and vital metrics in one package (U.S. data)
Benchmarking of:
1. Deep financials of each of the leading companies in the industry
2. Multi-year financial averages for all companies in the industry
3. This industry's financial ratios compared to all other industries.
Historical revenues
Enterprise population
Multi-year employee count and sales per employee
Current and forecast revenues and CAGR to 2022
Profiles of the industry's leading firms, with multi-year financial histories

2. INDUSTRY DESCRIPTION FOR THIS NAIC CODE

Types of business activities

3. INDUSTRY SUMMARY, CURRENT YEAR (U.S. DATA)

Revenues and CAGR 2014
Revenue forecast to 2022 with CAGR
Historical revenues
Historical CAGR
Top U.S. companies, by revenues
Employment within the industry, 2014 and historic

4. EMPLOYMENT AND ESTABLISHMENT COUNT (U.S. DATA)

Number of firms and establishments, 2007-2014
Employees, 2007-2014, with growth rates
Average annual sales per firm and per establishment, 2007-2014
Annual sales per employee, 2007-2014

5. THIS INDUSTRY'S FINANCIAL DATA, U.S., WITH REVENUE PROJECTIONS TO 2022

+44 20 8123 2220
info@marketpublishers.com

A. Revenues, Historical and Projected
Historical revenues & CAGR growth rates, 2007-2014
Projected revenues & CAGR growth rates, 2015-2022
B. Average Annual Operating Ratio Estimates and Benchmarks for Current Year
Income items, expenses, profits and taxes as a percent of total revenues for this industry
C. This Industry Compared to All Industries, Benchmarks for Current Year
Comparison of revenues for this industry to total revenues for all industries
Comparison of EBITDA, profits and income taxes for this industry to the same items in total for all industries
D. Table of Companies Used in Creating Industry Averages
Detailed, alphabetical listing of companies, with revenues, location, ticker symbol and exchange
E. Industry Results and Benchmarks for Publicly-Held Companies
Income statement averages, 2009-2014
All income statement items, including, cost of sales, SGA, R&D, salaries and wages, and EBITDA, with ratios
Chart showing key expenses as a percent of revenues
Balance sheet averages, 2009-2014
All items, including property plant and equipment, accumulated depreciation, goodwill, and long term debt, including ratios
Cash flow averages, 2009-2014
All cash flow items

6. TOP COMPANIES PROFILED & RANKED

In-depth profiles, financial reports, ranks & executive lists for up to 10 top U.S.-based corporations
A. Top Companies Ranked for Key Items:
Approximate market capitalization
Employees
Revenues
Net income
3-Year revenue growth (%)
3-Year income growth (%)
Return on assets (%)
Return on equity (%)
Return on invested capital (%)

+44 20 8123 2220
info@marketpublishers.com

B. Benchmarking of the Industry's Top Companies, to Each Other and to their Industry's Averages for All Metrics

Income statements, balance sheets and cash flow statements for each of the top companies compared to the industry's overall average

C. Corporate Profiles (Descriptions of the Top Companies Within the Industry, Including Executive Listings and Multi-Year Financial Results)

Contact information, executive lists
Business descriptions
Key financial data for 6 years
Brands and divisions
Top salaries
Corporate culture
Charts comparing revenues vs. net income

7. APPENDIX: ASSUMPTIONS

U.S. GDP Growth and Forecasts, 2011-2022

8. DATA DESCRIPTION AND SOURCES

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Advertising Agencies and Marketing Services Industry (U.S.): Analytics, Extensive Financial Benchmarks, Metrics and Revenue Forecasts to 2022, NAIC 541810

Product link: https://marketpublishers.com/r/A4D9364EAC9EN.html

Price: US$ 1,995.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/A4D9364EAC9EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

+44 20 8123 2220
info@marketpublishers.com