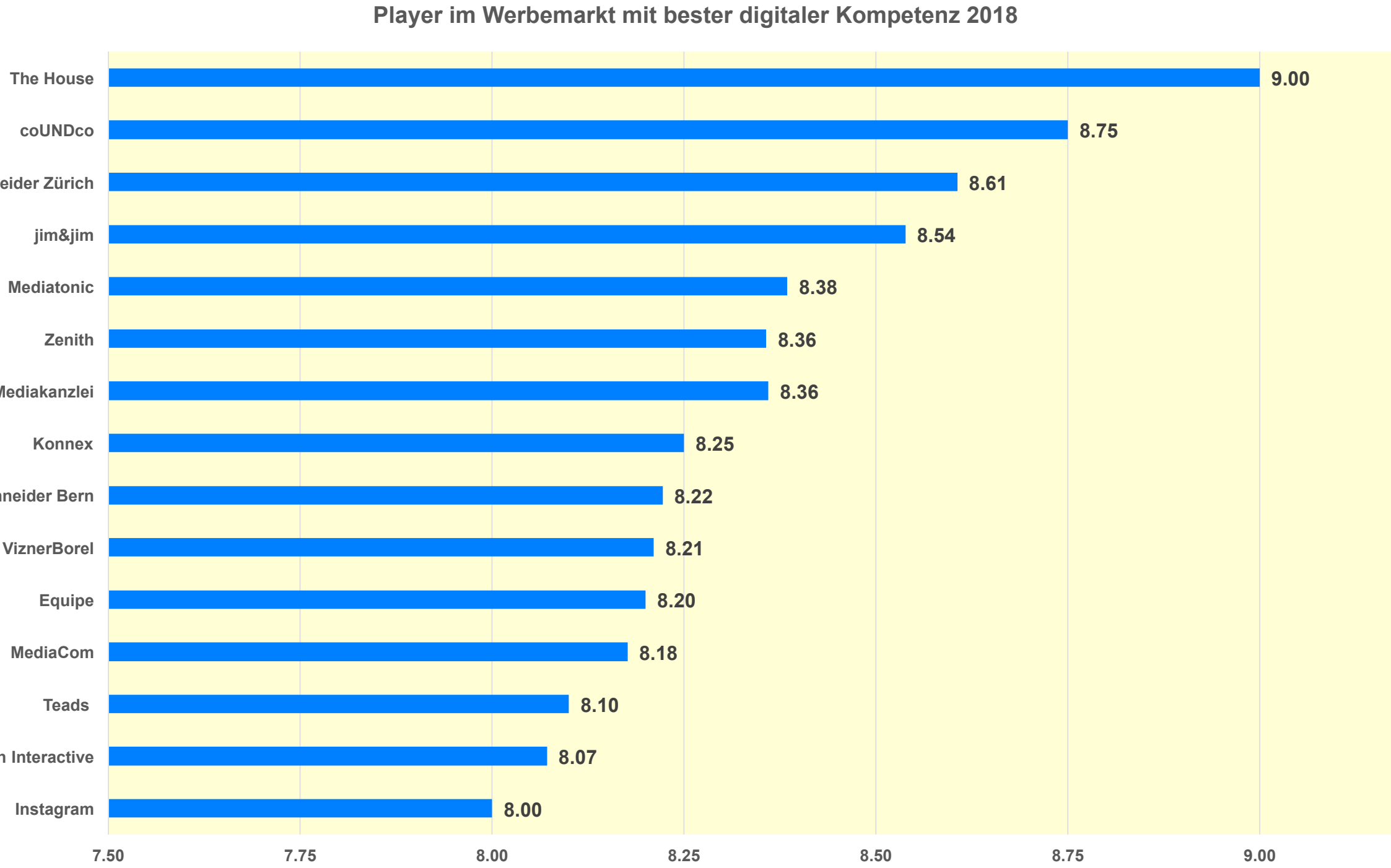
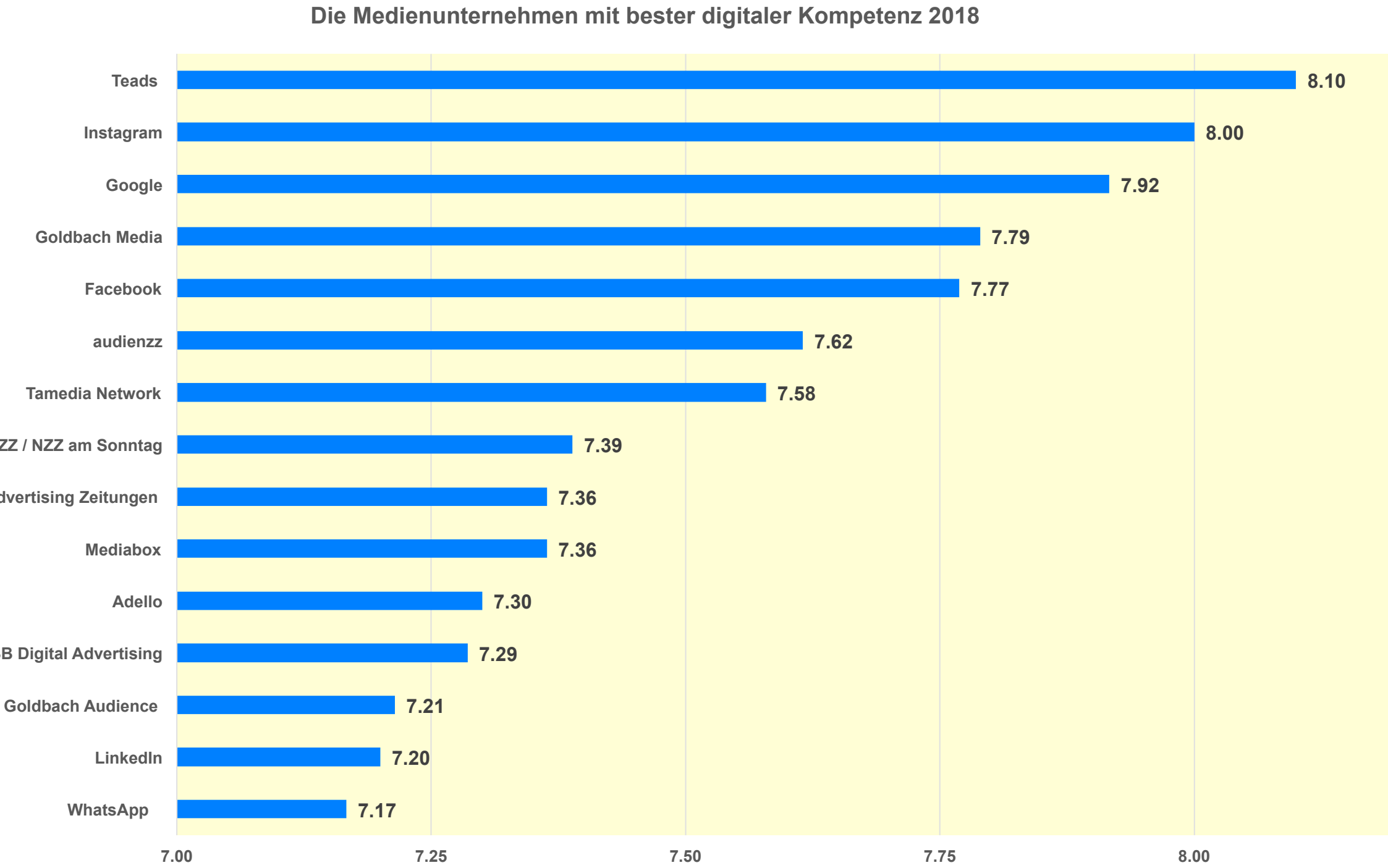
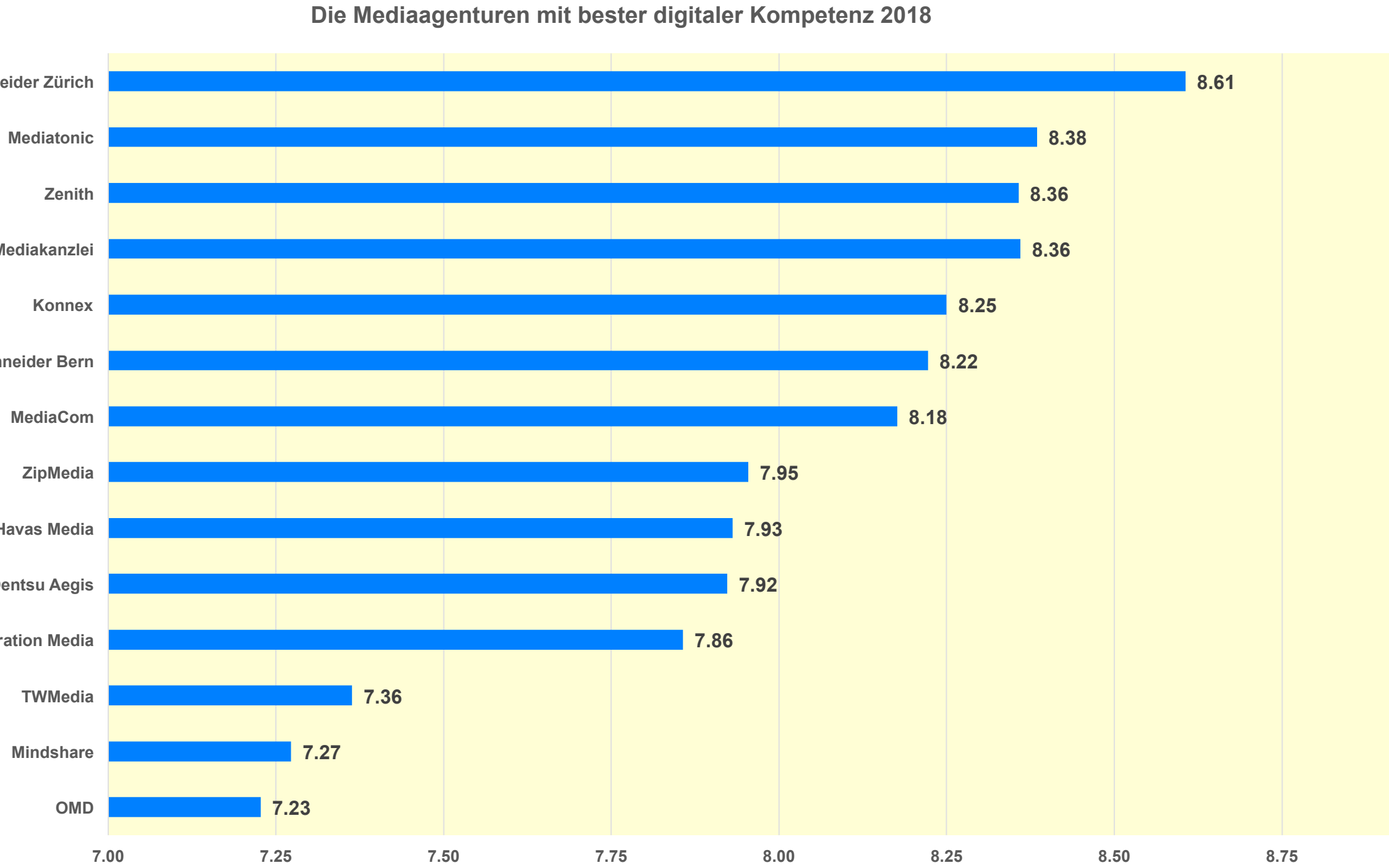
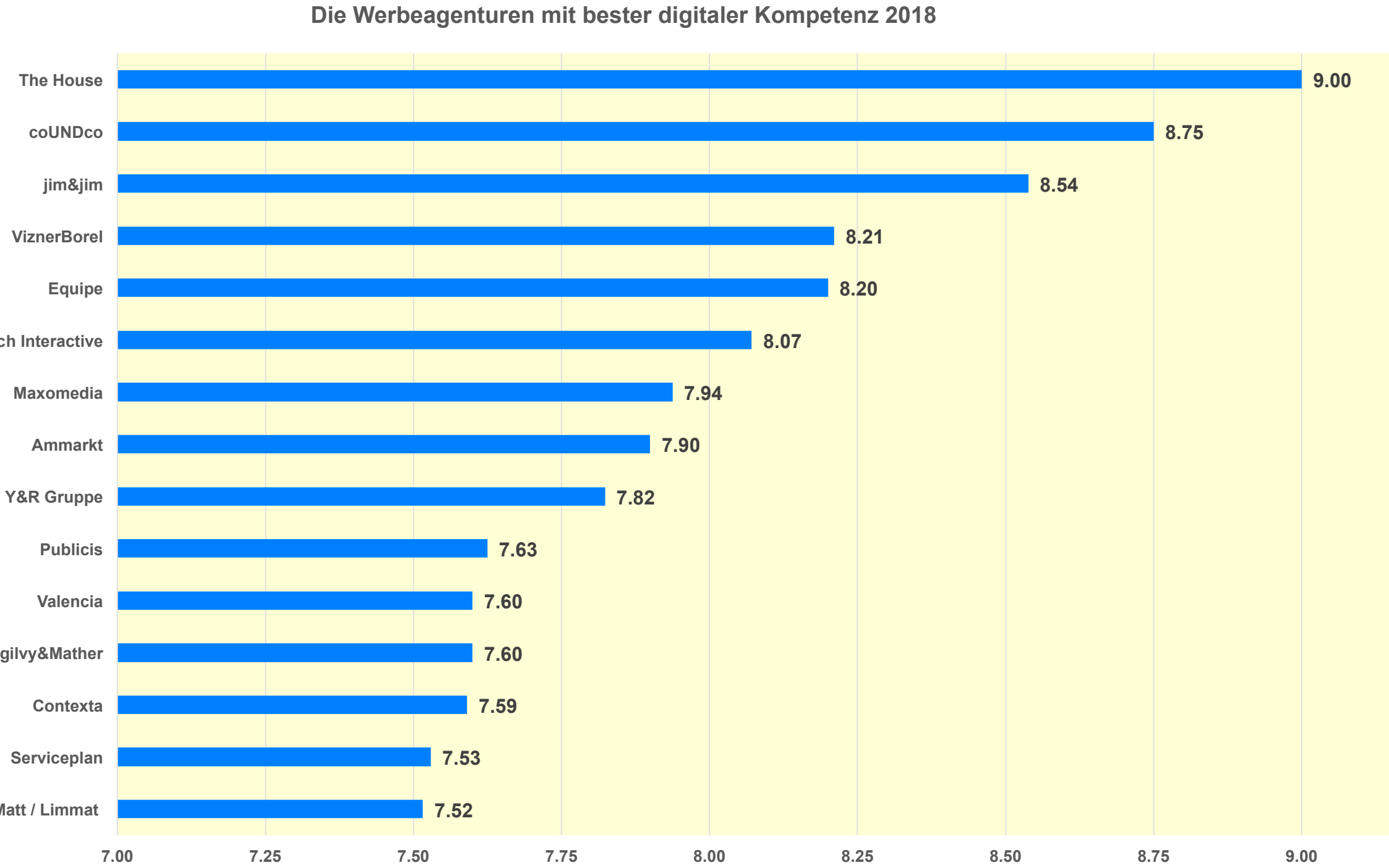
Die digitale Kompetenz der Player im Werbemarkt 2018

Media.Research.Group
Spezialauswertung der Werbemarkt-Studie 2018


Player im Werbemarkt mit bester digitaler Kompetenz 2018
The House
9.00
coUNDco
8.75
eider Zürich
8.61
jim&jim
8.54
Mediatonic
8.38
Zenith
8.36
Mediakanzlei
8.36
Konnex
8.25
neider Bern
8.22
ViznerBorel
8.21
Equipe
8.20
MediaCom
8.18
Teads
8.10
n Interactive
8.07
Instagram
8.00
7.50
7.75
8.00
8.25
8.50
8.75
9.00


Die Medienunternehmen mit bester digitaler Kompetenz 2018
Teads
8.10
Instagram
8.00
Google
7.92
Goldbach Media
7.79
Facebook
7.77
audienzz
7.62
Tamedia Network
7.58
ZZ / NZZ am Sonntag
7.39
dvertising Zeitungen
7.36
Mediabox
7.36
Adello
7.30
B Digital Advertising
7.29
Goldbach Audience
7.21
LinkedIn
7.20
WhatsApp
7.17
7.00
7.25
7.50
7.75
8.00


Die Mediaagenturen mit bester digitaler Kompetenz 2018
eider Zürich
8.61
Mediatonic
8.38
Zenith
8.36
Mediakanzlei
8.36
Konnex
8.25
neider Bern
8.22
MediaCom
8.18
ZipMedia
7.95
Havas Media
7.93
entsu Aegis
7.92
ration Media
7.86
TWMedia
7.36
Mindshare
7.27
OMD
7.23
7.00
7.25
7.50
7.75
8.00
8.25
8.50
8.75


Die Werbeagenturen mit bester digitaler Kompetenz 2018
The House
9.00
coUNDco
8.75
jim&jim
8.54
ViznerBorel
8.21
Equipe
8.20
ch Interactive
8.07
Maxomedia
7.94
Ammarkt
7.90
Y&R Gruppe
7.82
Publicis
7.63
Valencia
7.60
gilvy&Mather
7.60
Contexta
7.59
Serviceplan
7.53
Matt / Limmat
7.52
7.00
7.25
7.50
7.75
8.00
8.25
8.50
8.75
9.00