



# Marketing Agency Evaluation Scorecard

Comparison worksheet | Version 1.0 | Reviewed 2026-07-30

Use this one-page summary as a discussion aid.

**1** Strategy

**2** Market fluency

**3** Intake

**4** Reporting

**5** Data ownership

**6** Ethics

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No fabricated benchmarks. Use with the full guide at [insights.cliqspark.com](https://insights.cliqspark.com).

**Find My Next Step:** <https://insights.cliqspark.com/find-my-next-step>