

Rating of digital agencies and companies providing digital services for 2023

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This year's rating set us several tasks for the next period, and, for the most part, not in terms of changing the methodology, but in terms of observing the discipline of submitting questionnaires, documents and the depth of verification. Moreover, the methodology itself, which is essentially a weighted multivariate model, has once again proven its sustainability and relevance since 2020. I would also like to draw your attention to the fact that among the leaders of the categories, the points scored for participation in festivals and competitions have and will continue to have a decisive influence, so I advise you not to delay and take advantage of the opportunity to submit cases to the Mixx Awards, the points for which are taken into account not only in the creativity rating, but also in the IAB ranking.

All comments regarding the current methodology and conduct of this year's ranking are received **EXCLUSIVELY [in writing](#)** and will be made available to the Board.



MEDIA

Factors			Staff		Turnover		Clients recommen- dations		Festivals and competitio- ns		Industrial factor		
<i>relative weight</i>			30		30		35		5		5		
<i>max point</i>			3000		3000		3500		500		500		
<i>range of values</i>													
<i>min</i>			0		1		0		0				
<i>max</i>			73		15		19		55				
<i>weight of each unit in points over min & less max</i>			41		214		184		9,1				
	Financial sustainability	Budget	30	points	30	points	35	points	5	points	5	TOTAL POINTS	Assigned place
<u>OMD Optimum Media</u>	<i>confirmed</i>	<i>verified</i>	73	3000	15	3000	19	3500	55	500	183,3	10183	1
<u>UM Ukraine (RAZOM GROUP)</u>	<i>confirmed</i>	<i>verified</i>	27	1110	13	2571	15,6	2874	31	282	265,0	7102	2
<u>MixDigital Ukraine</u>	<i>confirmed</i>	<i>verified</i>	23	945	10	1929	19	3500	1	9	435,0	6818	3
<u>Initiative (RAZOM GROUP)</u>	<i>confirmed</i>	<i>verified</i>	28	1151	12	2357	13	2395	21	191	265,0	6358	4
<u>Netpeak Agencies Group</u>	<i>confirmed</i>	<i>verified</i>	14	575	14	2786	14,4	2653	0	0	305,0	6319	5
<u>Promodo</u>	<i>confirmed</i>	<i>verified</i>	13	534	8	1500	18,4	3389	0	0	245,0	5669	6
<u>Havas Media Ukraine (RAZOM GROUP)</u>	<i>confirmed</i>	<i>verified</i>	18	740	11	2143	13	2395	0	0	225,0	5502	7
<u>NCG DIEVO</u>	<i>confirmed</i>	<i>verified</i>	6	247	7	1286	15,3	2818	1	9	305,0	4665	8
<u>iplace</u>	<i>confirmed</i>	<i>verified</i>	15	616	6	1071	14,9	2745	0	0	66,7	4499	9
<u>Havas Digital Kyiv</u>	<i>confirmed</i>	<i>verified</i>	11	452	9	1714	11,1	2045	0	0	133,3	4344	10
<u>Forward Media</u>	<i>confirmed</i>	<i>undeclared</i>	5	205	1	0	12,1	2229	0	0	66,7	2501	11
<u>BetterSvit</u>	<i>confirmed</i>	<i>verified</i>	8	329	5	857	4	737	0	0	66,7	1989	12
<u>HASHTAG</u>	<i>confirmed</i>	<i>verified</i>	1	41	4	643	6,7	1234	0	0	0,0	1918	13
<u>ODDEE agency</u>	<i>confirmed</i>	<i>verified</i>	1	41	3	429	5,8	1068	0	0	0,0	1538	14
<u>Fish Digital</u>	<i>unconfirmed</i>	<i>undeclared</i>	0	0	1	0	0	0	0	0	66,7	67	15
TOTAL CATEGORY PARTICIPANTS													15

PERFORMANCE

Factors			Staff	Turnover	Clients recommendations	Festivals and competitions	Google/Meta Partnership	Industrial factor							
<i>relative weight</i>			25	25	35	5	10	5							
<i>max point</i>			2500	2500	3500	500	1000	500							
<i>range of values</i>															
<i>min</i>			1	1	0	0	0	0							
<i>max</i>			179	17	19	8	15								
<i>weight of each unit in points over min & less max</i>			14,0	156,3	184,2	62,5	66,7								
	Financial sustainability	Budget	25 points	25 points	35 points	5 points	10 points	5 points	10 points	5 points	TOTAL POINTS	Assigned place			
Promodo	<i>confirmed</i>	<i>verified</i>	179	2500	15	2188	19	3500	3	187,5	15	1000	330,0	9705	1
Netpeak Agencies Group	<i>confirmed</i>	<i>verified</i>	145	2022	17	2500	19	3500	0	0	15	1000	300,0	9322	2
Performics Ukraine	<i>confirmed</i>	<i>verified</i>	115	1601	16	2344	19	3500	8	500	15	1000	350,0	9295	3
Webpromo (Вебпромо)	<i>confirmed</i>	<i>verified</i>	114	1587	14	2031	19	3500	0	0	15	1000	330,0	8448	4
iProspect Ukraine (dentsu Ukraine)	<i>confirmed</i>	<i>verified</i>	47	646	13	1875	18,6	3426	0	0	15	1000	350,0	7297	5
MixDigital Ukraine	<i>confirmed</i>	<i>verified</i>	27	365	10	1406	19	3500	0	0	15	1000	300,0	6571	6
UM Ukraine (RAZOM GROUP)	<i>confirmed</i>	<i>verified</i>	19	253	12	1719	11,9	2192	0	0	15	1000	200,0	5364	7
Inweb	<i>confirmed</i>	<i>verified</i>	22	295	9	1250	11,7	2155	0	0	15	1000	220,0	4920	8
Initiative (RAZOM GROUP)	<i>confirmed</i>	<i>verified</i>	12	154	11	1563	10,1	1861	0	0	15	1000	200,0	4778	9
iplace	<i>confirmed</i>	<i>verified</i>	8	98	8	1094	14,6	2689	0	0	10	667	100,0	4648	10
NCG DIEVO	<i>confirmed</i>	<i>verified</i>	5	56	7	938	10,6	1953	3	187,5	10	667	200,0	4000	11
Svitsoft	<i>confirmed</i>	<i>verified</i>	11	140	5	625	11,9	2192	0	0	15	1000	0,0	3958	12
Маркетинг-агенція «Ціль»	<i>confirmed</i>	<i>verified</i>	34	463	6	781	10	1842	0	0	5	333	0,0	3420	13
Ланет CLICK	<i>confirmed</i>	<i>verified</i>	25	337	4	469	10,8	1989	0	0	5	333	100,0	3229	14
MEDIAHEAD	<i>confirmed</i>	<i>verified</i>	5	56	3	313	11,1	2045	1	62,5	5	333	200,0	3009	15
PlanNet (Serviceplan Group)	<i>confirmed</i>	<i>verified</i>	1	0	2	156	4,2	774	0	0	0	0	0,0	930	16
Fish Digital	<i>unconfirmed</i>	<i>undeclared</i>	2	14	1	0	0	0	0	0	0	0	100,0	114	17
TOTAL CATEGORY PARTICIPANTS															17

CONTENT

Factors			Staff		Turnover		Clients recommen- dations		Festivals and competi- tions		Industrial factor		
<i>relative weight</i>			17,5		17,5		35		30		5		
<i>max point</i>			1750		1750		3500		3000		500		
<i>range of values</i>													
<i>min</i>			1		1		2,7		0				
<i>max</i>			25		13		12,9		53				
<i>weight of each unit in points over min & less max</i>			72,9		146		343		57				
	Financial sustainability	Budget	17,5	points	17,5	points	35	points	30	points	5	TOTAL POINTS	Assigned place
<u>Postmen</u>	<i>confirmed</i>	<i>verified</i>	12	802	8	1021	9,2	2230	53	3000	200,0	7253	1
<u>Publicis Groupe Content</u>	<i>confirmed</i>	<i>verified</i>	21	1458	11	1458	12,9	3500	6,5	368	400,0	7185	2
<u>Promodo</u>	<i>confirmed</i>	<i>verified</i>	25	1750	13	1750	11,4	2985	0	0	233,3	6719	3
<u>Sasquatch Digital</u>	<i>confirmed</i>	<i>verified</i>	1	0	6	729	11,6	3054	0	0	400,0	4183	4
<u>ODDEE agency</u>	<i>confirmed</i>	<i>verified</i>	1	0	10	1313	8,8	2093	0	0	0,0	3406	5
<u>Sparkle Design</u>	<i>confirmed</i>	<i>undeclared</i>	12	802	1	0	8,6	2025	0	0	0,0	2827	6
<u>Kiwi Agency</u>	<i>confirmed</i>	<i>verified</i>	4	219	3	292	8	1819	0	0	350,0	2679	7
<u>NORDLEAF</u>	<i>confirmed</i>	<i>verified</i>	2	73	2	146	9	2162	0	0	0,0	2381	8
<u>Havas Digital Kyiv</u>	<i>confirmed</i>	<i>verified</i>	5	292	12	1604	2,7	0	0	0	283,3	2179	9
<u>HASHTAG</u>	<i>confirmed</i>	<i>verified</i>	2	73	7	875	5,4	926	0	0	0,0	1874	10
<u>BetterSvit</u>	<i>confirmed</i>	<i>verified</i>	6	365	9	1167	3,4	240	0	0	33,3	1805	11
<u>PlanNet (Serviceplan Group)</u>	<i>confirmed</i>	<i>verified</i>	2	73	5	583	2,7	0	0	0	0,0	656	12
<u>SKYKILLERS</u>	<i>confirmed</i>	<i>verified</i>	2	73	4	438	2,7	0	0	0	0,0	510	13
TOTAL CATEGORY PARTICIPANTS													13

DATA AND ANALYTICS

	Factors	Staff	Turnover	Clients recommendations	Festivals and competitions	Expertise in DATA	Industrial factor								
<i>relative weight</i>		30	15	30	10	15	5								
<i>max point</i>		3000	1500	3000	1000	1500	500								
<i>range of values</i>															
<i>min</i>		2	2	5,6	0	5									
<i>max</i>		17	9	19	1	7									
<i>weight of each unit in points over min & less max</i>		200	214	224	1000	750									
	Financial sustainability	Budget	30 points	15 points	30 points	10 points	15 points	5	TOTAL POINTS	Assigned place					
<u>MixDigital Ukraine</u>	<i>confirmed</i>	<i>verified</i>	11 1800	4 563	19 3000	1 1000	7 1500	325,0	8188	1					
<u>Promodo</u>	<i>confirmed</i>	<i>verified</i>	13 2200	7 1125	17,2 2630	0 0	7 1500	200,0	7655	2					
<u>Netpeak Agencies Group</u>	<i>confirmed</i>	<i>verified</i>	15 2600	9 1500	12,5 1664	0 0	7 1500	225,0	7489	3					
<u>Publicis Groupe Data Science</u>	<i>confirmed</i>	<i>verified</i>	17 3000	6 938	11,8 1521	0 0	5 900	500,0	6858	4					
<u>iProspect Ukraine (dentsu Ukraine)</u>	<i>confirmed</i>	<i>verified</i>	6 800	8 1313	14,7 2116	0 0	7 1500	300,0	6029	5					
<u>Mad Lab (RAZOM Group)</u>	<i>confirmed</i>	<i>verified</i>	8 1200	5 750	12,7 1705	0 0	5 900	450,0	5005	6					
<u>DL agency (Tanasov Group)</u>	<i>confirmed</i>	<i>verified</i>	3 200	1 0	15 2178	0 0	2 0	66,7	2445	7					
<u>NCG DIEVO</u>	<i>confirmed</i>	<i>verified</i>	2 0	2 188	5,6 247	0 0	6 1200	300,0	1934	8					
<u>MEDIAHEAD</u>	<i>confirmed</i>	<i>verified</i>	2 0	3 375	4,4 0	0 0	3 300	133,3	808	9					
TOTAL CATEGORY PARTICIPANTS										9					

INTELLECTUAL SERVICES

Factors			Staff	Turnover		Clients recommendations		Festivals and competitions		Industrial factor			
<i>relative weight</i>			22,5	12,5		35		30		5			
<i>max point</i>			2250	1250		3500		3000		500			
<i>range of values</i>													
<i>min</i>			2	1		2,9		0					
<i>max</i>			15	13		13,5		50					
<i>weight of each unit in points over min & less max</i>			173	104,17		330		60					
	Financial sustainability	Budget	22,5	points	12,5	points	35	points	30	points	5	TOTAL POINTS	Assigned place
<u>MOKO Digital</u>	<i>confirmed</i>	<i>verified</i>	14	2077	13	1250	13,5	3500	8	480	200,0	7507	1
<u>Postmen</u>	<i>confirmed</i>	<i>verified</i>	7	865	10	938	9,2	2080	50	3000	200,0	7083	2
<u>Promodo</u>	<i>confirmed</i>	<i>verified</i>	13	1904	11	1042	12,6	3203	0	0	245,0	6393	3
<u>MixDigital Ukraine</u>	<i>confirmed</i>	<i>verified</i>	8	1038	4	313	11,2	2741	0	0	475,0	4567	4
<u>Sparkle Design</u>	<i>confirmed</i>	<i>undeclared</i>	15	2250	1	0	8,4	1816	0	0	0,0	4066	5
<u>CF.Digital</u>	<i>confirmed</i>	<i>verified</i>	6	692	8	729	6,6	1222	13	780	0,0	3423	6
<u>Havas Digital Kyiv</u>	<i>confirmed</i>	<i>verified</i>	7	865	12	1146	5,8	958	0	0	200,0	3169	7
<u>BetterSvit</u>	<i>confirmed</i>	<i>verified</i>	7	865	6	521	6,5	1189	6	360	200,0	3135	8
<u>MEDIAHEAD</u>	<i>confirmed</i>	<i>verified</i>	5	519	9	833	6,6	1222	0	0	200,0	2774	9
<u>SKYKILLERS</u>	<i>confirmed</i>	<i>verified</i>	7	865	7	625	2,9	0	0	0	0,0	1490	10
<u>NCG DIEVO</u>	<i>confirmed</i>	<i>verified</i>	2	0	5	417	5	693	0	0	305,0	1415	11
<u>PlanNet (Serviceplan Group)</u>	<i>confirmed</i>	<i>verified</i>	2	0	3	208	5	693	0	0	0,0	902	12
<u>HASHTAG</u>	<i>confirmed</i>	<i>verified</i>	2	0	2	104	3	33	0	0	0,0	137	13
TOTAL CATEGORY PARTICIPANTS													13

INFLUENCER MARKETING

Factors			Staff	Turnover		Clients recommendations	Festivals and competitions	Variety of IM services	Industrial factor						
<i>relative weight</i>			10	20		30	10	30	5						
<i>max point</i>			1000	2000		3000	1000	3000							
<i>range of values</i>															
<i>min</i>			0	1		2	0	0							
<i>max</i>			33	17		19,0	8	100							
<i>weight of each unit in points over min & less max</i>			30	125		175	125	30							
	Financial sustainability	Budget	10 points	20 points	30 points	10 points	20 points	30 points	10 points	20 points	30 points	5 points	TOTAL POINTS	Assigned place	
<u>VIVID</u>	<i>confirmed</i>	<i>verified</i>	33	1000	15	1750	19	2965,0	2	308	94	2820	400	6423	1
<u>OMG agency</u>	<i>confirmed</i>	<i>verified</i>	21,5	652	14	1625	19	3000,0	2	308	100	3000	33	5618	2
<u>Media Maker (dentsu)</u>	<i>confirmed</i>	<i>verified</i>	15	455	16	1875	19	2965,0	0	0	100	3000	250	5545	3
<u>Publicis Groupe Content</u>	<i>confirmed</i>	<i>verified</i>	12	364	13	1500	13	1977,0	7	1000	71	2130	333	5174	4
<u>Burda Media Influencer</u>	<i>confirmed</i>	<i>verified</i>	16	485	11	1250	15	2220,0	0	0	95	2850	367	4321	5
<u>MOKO Digital</u>	<i>confirmed</i>	<i>verified</i>	5	152	12	1375	16	2462,0	0	0	92	2760	283	4272	6
<u>Initiative (RAZOM GROUP)</u>	<i>confirmed</i>	<i>verified</i>	15	455	17	2000	7	936,0	0	0	53	1590	283	3674	7
<u>AIR Brands</u>	<i>confirmed</i>	<i>verified</i>	16	485	9	1000	12	1786,0	0	0	91	2730	0	3271	8
<u>Promodo</u>	<i>confirmed</i>	<i>verified</i>	6	182	10	1125	9	1249,0	0	0	92	2760	267	2822	9
<u>MEDIAHEAD</u>	<i>confirmed</i>	<i>verified</i>	2	61	8	875	3	295,0	0	0	29	870	200	1430	10
<u>Havas Digital Kyiv</u>	<i>confirmed</i>	<i>verified</i>	3	91	7	750	4	364,0	0	0	80	2400	200	1405	11
<u>HASHTAG</u>	<i>confirmed</i>	<i>verified</i>	2	61	6	625	5	503,0	0	0	67	2010	0	1188	12
<u>BetterSvit</u>	<i>confirmed</i>	<i>verified</i>	3	91	4	375	3	208,0	0	0	55	1650	200	874	13
<u>Forward Media</u>	<i>confirmed</i>	<i>undeclared</i>	0	0	1	0	5	538,0	0	0	20	600	200	738	14
<u>PlanNet (Serviceplan Group)</u>	<i>confirmed</i>	<i>verified</i>	1	30	2	125	4	451,0	0	0	43	1290	0	606	15
<u>ODDEE agency</u>	<i>confirmed</i>	<i>verified</i>	1	30	5	500	2	35,0	0	0	0	0	0	565	16
<u>NCG DIEVO</u>	<i>confirmed</i>	<i>verified</i>	1	30	3	250	2	0,0	0	0	30	900	200	480	17
TOTAL CATEGORY PARTICIPANTS														17	

DIGITAL DEVELOPMENT

Factors			Staff	Turnover		Clients recommendations		Festivals and competitions		Industrial factor				
<i>relative weight</i>			24	19		34		18		10				
<i>max point</i>			2400	1900		3400		1800		1000				
<i>range of values</i>														
<i>min</i>			1	1		0		0						
<i>max</i>			90	7		15,2		7						
<i>weight of each unit in points over min & less max</i>			27	317		224		257						
	Financial sustainability	Budget	24 points	19 points	34 points	18 points	10 points						TOTAL POINTS	Присвоєно місце
<u>CF.Digital</u>	<i>confirmed</i>	<i>verified</i>	12	297	4	950	12,9	2886	7	1800	300,0	600	6532	1
<u>DL agency (Tanasov Group)</u>	<i>confirmed</i>	<i>verified</i>	22	566	6	1583	15,2	3400	0	0	300,0	600	6150	2
<u>Sparkle Design</u>	<i>confirmed</i>	<i>undeclared</i>	90	2400	1	0	12,6	2818	0	0	250,0	500	5718	3
<u>SEVENTEAM Agency</u>	<i>confirmed</i>	<i>verified</i>	10	243	7	1900	13,7	3064	0	0	250,0	500	5707	4
<u>INCREATE</u>	<i>confirmed</i>	<i>verified</i>	17	431	5	1267	14,4	3221	0	0	0,0	0	4919	5
<u>Komanda</u>	<i>confirmed</i>	<i>verified</i>	11	270	3	633	10,6	2371	0	0	200,0	400	3674	6
<u>PlanNet (Serviceplan Group)</u>	<i>confirmed</i>	<i>verified</i>	1	0	2	317	0	0	0	0	0,0	0	317	7
TOTAL CATEGORY PARTICIPANTS														7

SMM

Factors			Staff		Turnover		Clients recommendations		Festivals and competitions		Level of SMM expertise		Industrial factor		
<i>relative weight</i>			10		20		20		10		40		5		
<i>max point</i>			1000		2000		2000		1000		4000		500		
<i>range of values</i>															
<i>min</i>			3		7		3,3		0		16				
<i>max</i>			31		17		19		53		39,1				
<i>weight of each unit in points over min & less max</i>			36		125		127		19		171				
	Financial sustainability	Budget	10 points	20 points	20 points	20 points	10 points	40 points	5 POINTS	TOTAL POINTS	Присвоєно місце				
<u>OMG agency</u>	<i>confirmed</i>	<i>verified</i>	27,5	879	17	2000	19	2000	2	38	39,1	4000	33,3	8950	1
<u>New Strategies</u>	<i>confirmed</i>	<i>verified</i>	26	828	15	1750	18	1895	0	0	38,3	3921	500,0	8894	2
<u>Promodo</u>	<i>confirmed</i>	<i>verified</i>	31	1000	16	1875	18,4	1937	0	0	36,4	3722	216,7	8751	3
<u>Publicis Groupe Content</u>	<i>confirmed</i>	<i>verified</i>	11	310	14	1625	13,8	1453	6,5	123	34,1	3494	366,7	7371	4
<u>Sasquatch Digital</u>	<i>confirmed</i>	<i>verified</i>	7	172	12	1375	15,4	1621	0	0	35,9	3672	466,7	7307	5
<u>Ланет CLICK</u>	<i>confirmed</i>	<i>verified</i>	14	414	10	1125	11,4	1200	0	0	27,1	2778	200,0	5717	6
<u>ODDEE agency</u>	<i>confirmed</i>	<i>verified</i>	4	69	13	1500	11,4	1200	0	0	26,8	2747	0,0	5516	7
<u>Kiwi Agency</u>	<i>confirmed</i>	<i>verified</i>	10	276	4	375	9,9	1042	0	0	33,8	3461	350,0	5504	8
<u>Postmen</u>	<i>confirmed</i>	<i>verified</i>	5	103	11	1250	6,5	684	53	1000	17,9	1833	200,0	5070	9
<u>MEDIAHEAD</u>	<i>confirmed</i>	<i>verified</i>	7	172	9	1000	9,7	1021	0	0	20,5	2099	433,3	4726	10
<u>NORDLEAF</u>	<i>confirmed</i>	<i>verified</i>	3	34	3	250	9,2	968	2	38	22,8	2333	0,0	3624	11
<u>HASHTAG</u>	<i>confirmed</i>	<i>verified</i>	4	69	5	500	7,3	768	2	38	21,3	2180	0,0	3555	12
<u>Havas Digital Kyiv</u>	<i>confirmed</i>	<i>verified</i>	3	34	6	625	3,3	347	0	0	22,1	2260	266,7	3534	13
<u>PlanNet (Serviceplan Group)</u>	<i>confirmed</i>	<i>verified</i>	6	138	8	875	7,6	800	0	0	15,6	1600	0,0	3413	14
<u>BetterSvit</u>	<i>confirmed</i>	<i>verified</i>	7	172	7	750	3,4	358	0	0	16,9	1725	216,7	3222	15
<u>Forward Media</u>	<i>confirmed</i>	<i>undeclared</i>	2	0	1	0	3,2	337	0	0	16,5	1688	200,0	2225	16
<u>Fish Digital</u>	<i>unconfirmed</i>	<i>undeclared</i>	4	69	1	0	0	0	0	0	0,0	0	216,7	286	17
TOTAL CATEGORY PARTICIPANTS															17



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