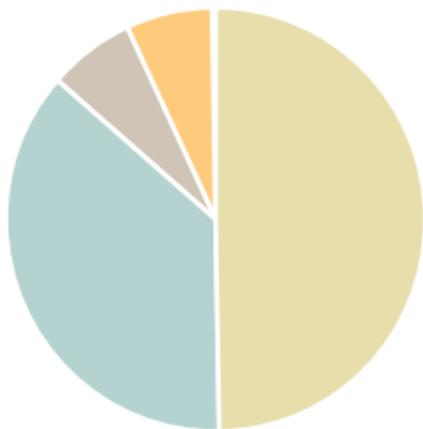
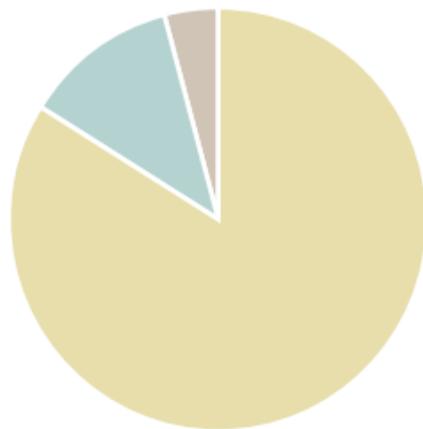


**CONCERNING  
ALTERNATIVE  
BILLING,  
CLIENTS:**



- 50% Still prefer hourly billing
- 36.7% Are eager to hear creative strategies
- 6.7% Come to us with creative strategies
- 6.7% Other

**CONCERNING  
ALTERNATIVE  
BILLING,  
CLIENTS  
PREFER:**



- 84% Flat fee for projects
- 12% Fixed fee plus outcome-based bonus
- 4% Task-based billing