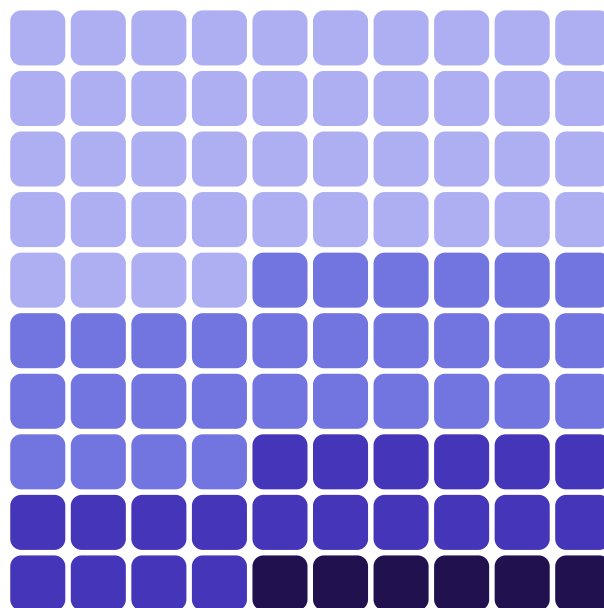


Digital Marketing Agency Pricing 2026

Minimum project sizes of 1,194 digital marketing agencies, by country, region and team size

According to Edvido's analysis of 1,194 digital marketing agencies (October 2026), the median minimum project size is \$5,000: 43.7% of firms that publish a minimum start at \$1,000 or less, and 26.4% ask for \$10,000 or more.

Firms analysed	Median minimum
1,194	\$5,000
1,001 publish a minimum	per project
\$1,000 or less	\$10,000 or more
43.7%	26.4%
of firms with a minimum	6.2% at \$25,000+



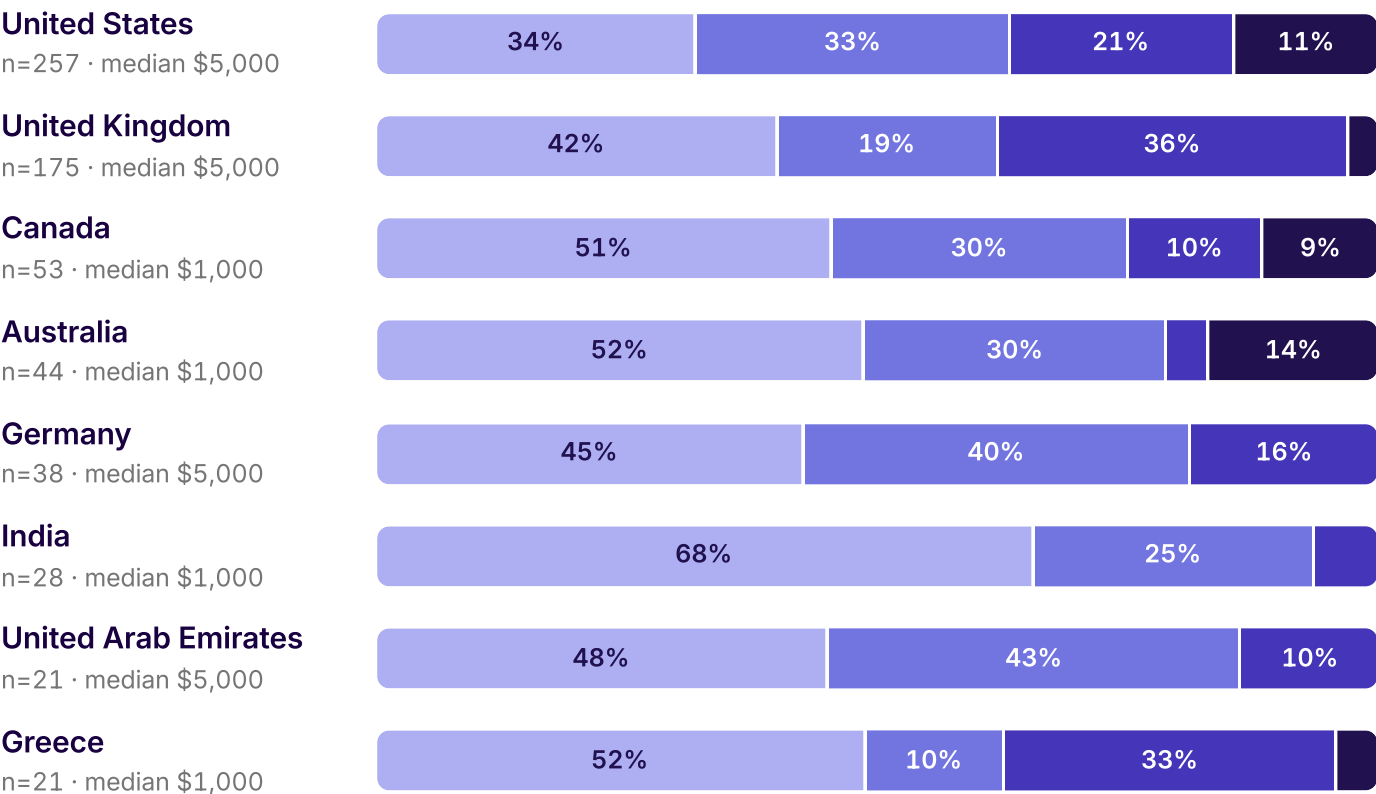
Each square is 1% of the 1,001 firms that publish a minimum project size.

■ \$1,000 or less	43.7%
■ \$1,500 – \$9,999	29.9%
■ \$10,000 – \$24,999	20.2%
■ \$25,000 or more	6.2%

Minimums by country

Countries with at least 20 firms publishing a minimum.

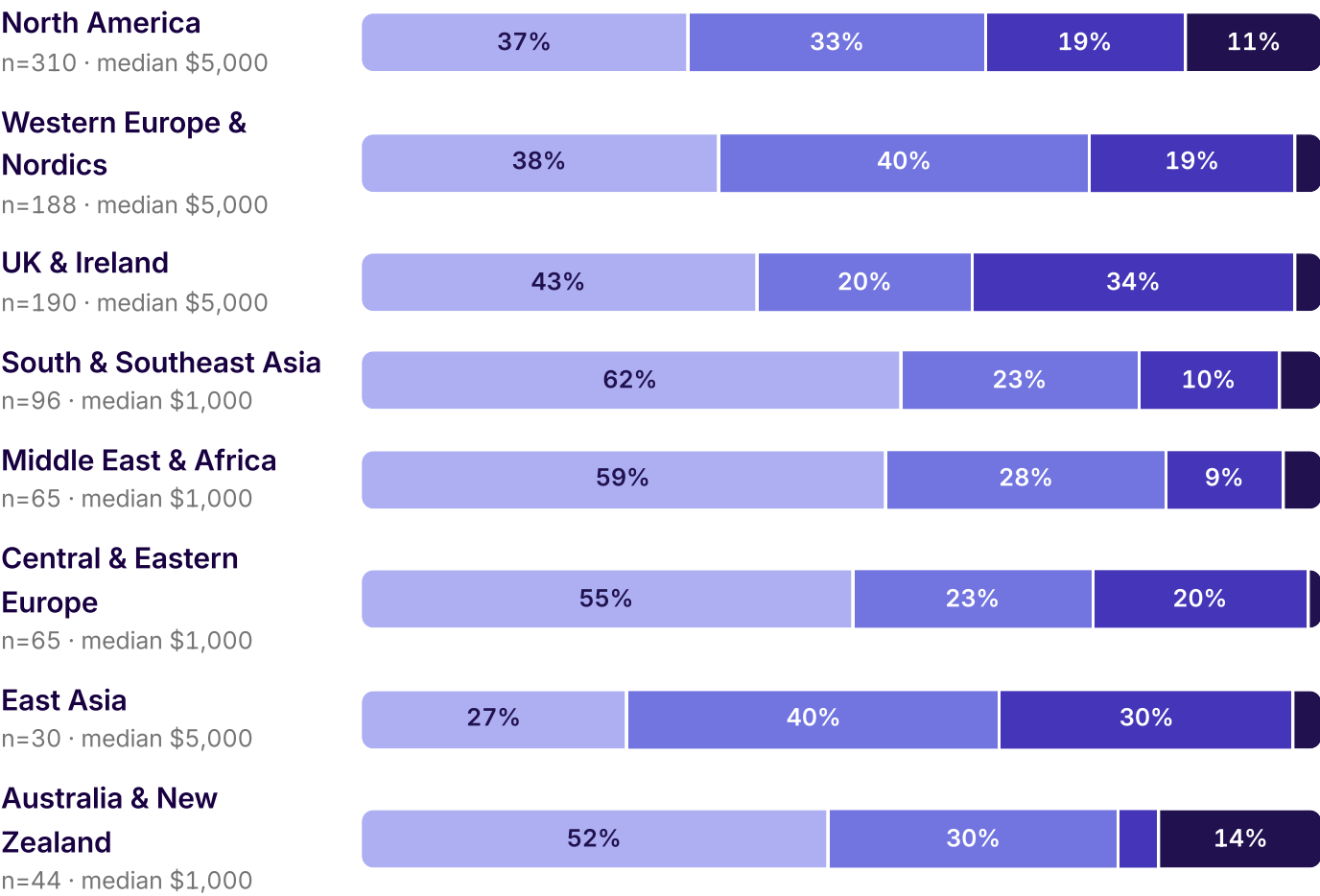
\$1,000 or less
\$1,500 – \$9,999
\$10,000 – \$24,999
\$25,000 or more



Country	Firms (n)	Median minimum	\$1,000 or less	\$1,500 – \$9,999	\$10,000 – \$24,999	\$25,000 or more
United States	257	\$5,000	34.2%	33.1%	21.4%	11.3%
United Kingdom	175	\$5,000	41.7%	19.4%	35.5%	3.4%
Canada	53	\$1,000	50.9%	30.2%	9.5%	9.4%
Australia	44	\$1,000	52.3%	29.5%	4.6%	13.6%
Germany	38	\$5,000	44.7%	39.5%	15.8%	0%
India	28	\$1,000	67.9%	25%	7.1%	0%
United Arab Emirates	21	\$5,000	47.6%	42.9%	9.5%	0%
Greece	21	\$1,000	52.4%	9.5%	33.3%	4.8%

Minimums by region

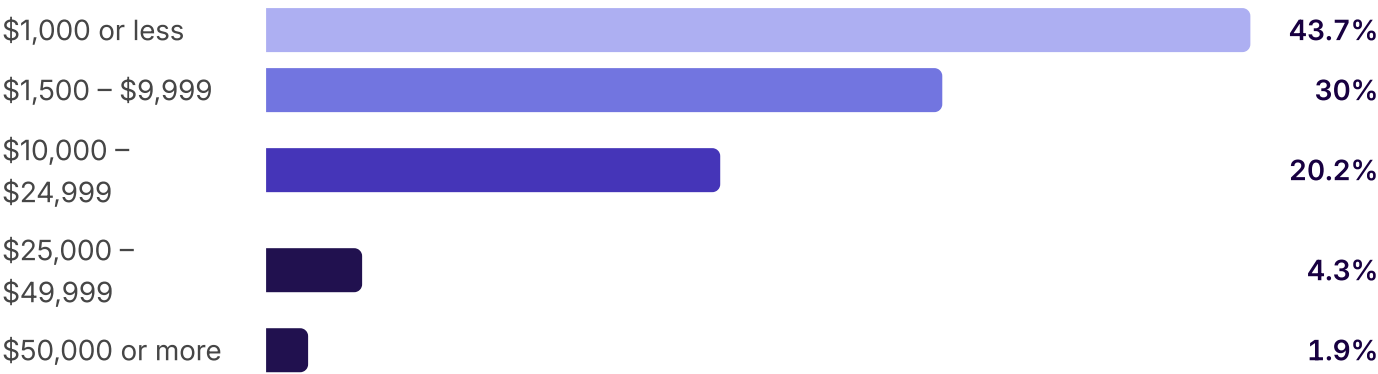
\$1,000 or less \$1,500 – \$9,999 \$10,000 – \$24,999 \$25,000 or more



Region	Firms (n)	Median minimum	\$1,000 or less	\$1,500 – \$9,999	\$10,000 – \$24,999	\$25,000 or more
North America	310	\$5,000	37.1%	32.6%	19.3%	11%
Western Europe & Nordics	188	\$5,000	38.3%	39.9%	18.6%	3.2%
UK & Ireland	190	\$5,000	43.2%	20%	33.6%	3.2%
South & Southeast Asia	96	\$1,000	61.5%	22.9%	10.4%	5.2%
Middle East & Africa	65	\$1,000	58.5%	27.7%	9.2%	4.6%
Central & Eastern Europe	65	\$1,000	55.4%	23.1%	20%	1.5%
East Asia	30	\$5,000	26.7%	40%	30%	3.3%
Australia & New Zealand	44	\$1,000	52.3%	29.5%	4.6%	13.6%

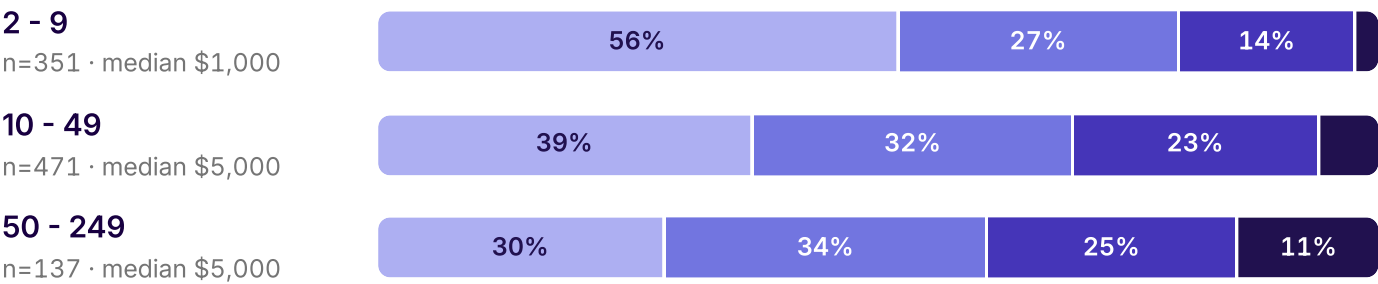
Published minimum bands

Share of the 1,001 firms that publish a minimum, by the band they publish.



Minimums by team size

■ \$1,000 or less ■ \$1,500 – \$9,999 ■ \$10,000 – \$24,999 ■ \$25,000 or more



Team size	Firms (n)	Median minimum	\$1,000 or less	\$1,500 – \$9,999	\$10,000 – \$24,999	\$25,000 or more
2 - 9	351	\$1,000	56.4%	26.8%	14.2%	2.6%
10 - 49	471	\$5,000	38.6%	31.7%	22.5%	7.2%
50 - 249	137	\$5,000	29.9%	34.3%	24.9%	10.9%

Cities

Cities with at least 10 firms publishing a minimum. Small samples: read as indicative.

City	Country	n	Median minimum	\$1,000 or less	\$10,000+	\$25,000+
Leicester	United Kingdom	12	\$10,000	25%	75%	0%
Exeter	United Kingdom	12	\$10,000	16.7%	66.7%	0%
San Francisco	United States	12	\$10,000	25%	66.7%	41.7%
New York	United States	10	\$10,000	10%	60%	10%
Brighton	United Kingdom	12	\$10,000	16.7%	58.3%	16.7%
Charlotte	United States	12	\$10,000	25%	58.3%	8.3%
Atlanta	United States	12	\$7,500	41.7%	50%	8.3%
Bath	United Kingdom	12	\$7,500	33.3%	50%	8.3%

City	Country	n	Median minimum	\$1,000 or less	\$10,000+	\$25,000+
Glasgow	United Kingdom	10	\$7,500	40%	50%	0%
Los Angeles	United States	14	\$7,500	21.4%	50%	14.3%
Newcastle	United Kingdom	10	\$7,500	40%	50%	0%
Athens	Greece	13	\$5,000	38.5%	46.2%	7.7%
Sydney	Australia	13	\$5,000	15.4%	46.2%	30.8%
Boston	United States	11	\$5,000	9.1%	45.5%	27.3%
Paris	France	11	\$5,000	18.2%	45.5%	9.1%
Budapest	Hungary	12	\$5,000	41.7%	41.7%	0%
Seattle	United States	12	\$5,000	33.3%	41.7%	16.7%
Houston	United States	15	\$5,000	46.7%	40%	6.7%
Miami	United States	10	\$5,000	20%	40%	10%
Barcelona	Spain	13	\$5,000	30.8%	38.5%	7.7%
Ottawa	Canada	13	\$5,000	38.5%	38.5%	15.4%
Chicago	United States	14	\$5,000	35.7%	28.6%	7.1%
Philadelphia	United States	14	\$5,000	42.9%	28.6%	14.3%
San Diego	United States	15	\$5,000	13.3%	26.7%	20%
Helsinki	Finland	13	\$5,000	38.5%	23.1%	0%
Washington D.C.	United States	13	\$5,000	30.8%	23.1%	15.4%
Cleveland	United States	14	\$5,000	28.6%	21.4%	7.1%
Copenhagen	Denmark	11	\$5,000	27.3%	18.2%	9.1%
Liverpool	United Kingdom	11	\$5,000	36.4%	18.2%	0%
Vancouver	Canada	12	\$5,000	41.7%	16.7%	8.3%
Leeds	United Kingdom	13	\$5,000	38.5%	15.4%	0%
Stockholm	Sweden	13	\$5,000	30.8%	15.4%	0%
Detroit	United States	11	\$5,000	27.3%	9.1%	9.1%
Oslo	Norway	11	\$5,000	36.4%	9.1%	0%
Zürich	Switzerland	12	\$5,000	41.7%	8.3%	8.3%
Las Vegas	United States	14	\$5,000	42.9%	7.1%	7.1%
Vienna	Austria	14	\$5,000	35.7%	7.1%	0%
Dubai	United Arab Emirates	14	\$5,000	42.9%	0%	0%
Hamburg	Germany	13	\$5,000	46.2%	0%	0%
Amsterdam	Netherlands	10	\$3,500	40%	30%	0%
Berlin	Germany	14	\$3,000	50%	35.7%	0%
Bournemouth	United Kingdom	14	\$3,000	50%	35.7%	0%

City	Country	n	Median minimum	\$1,000 or less	\$10,000+	\$25,000+
Minneapolis	United States	12	\$3,000	50%	33.3%	8.3%
Kuala Lumpur	Malaysia	14	\$1,750	50%	21.4%	7.1%
Birmingham	United Kingdom	11	\$1,000	54.5%	27.3%	9.1%
Bangkok	Thailand	15	\$1,000	73.3%	26.7%	13.3%
Zagreb	Croatia	13	\$1,000	53.8%	23.1%	7.7%
İstanbul	Turkey	13	\$1,000	53.8%	23.1%	7.7%
Warsaw	Poland	14	\$1,000	57.1%	21.4%	0%
Manchester	United Kingdom	10	\$1,000	60%	20%	10%
Prague	Czech Republic	11	\$1,000	54.5%	18.2%	0%
Brisbane	Australia	12	\$1,000	66.7%	16.7%	16.7%
Brussels	Belgium	12	\$1,000	58.3%	16.7%	8.3%
Dallas	United States	12	\$1,000	66.7%	16.7%	0%
Dublin	Ireland	15	\$1,000	60%	13.3%	0%
Manila	Philippines	11	\$1,000	54.5%	9.1%	0%
Islamabad	Pakistan	13	\$1,000	76.9%	7.7%	0%
Mumbai	India	13	\$1,000	69.2%	7.7%	0%
Calgary	Canada	15	\$1,000	73.3%	6.7%	6.7%
New Delhi	India	15	\$1,000	66.7%	6.7%	0%
Perth	Australia	10	\$1,000	60%	0%	0%
Utah	United States	12	\$1,000	75%	0%	0%

Methodology

Population	Firms listed on 93 Edvido city pages for digital marketing agencies, collected from the public listing API on 2026-10-21.
De-duplication	One record per firm within the category (by website, else name); a firm listed in several cities is counted once.
Price field	Minimum project size as published in the firm's public B2B directory profile (such as Clutch and Sortlist), in USD (e.g. "\$5,000+"). Firms without a published minimum are excluded from price statistics.
Country	Country of the Edvido city page the firm is listed on.
Minimum sample	Countries, regions and team-size groups with fewer than 20 firms publishing a minimum are not shown; city rows need at least 10 and are small samples.
Median	Median of the published minimum project sizes (band lower bounds).

Data: 2026-10-21. Licence: CC BY 4.0 — cite as: Edvido, Digital Marketing Agency Pricing Data 2026 (https://www.edvido.com/digital-marketing-agencies/pricing). Full guide and live data: <https://www.edvido.com/digital-marketing-agencies/pricing>. Raw data: <https://www.edvido.com/data/pricing/digital-marketing-agencies.json>.

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