



NEWS

TrinityP3 sets up subscription model for its 18-year agency database

ELEANOR DICKINSON
October 28, 2025 9:19



TrinityP3's Darren Woolley

TrinityP3 has opened its agency register to marketers who subscribe to the service, allowing access to 18 years of data that was previously only available to its own consultants.

The refreshed platform will allow marketers to search, shortlist and assess agencies across every discipline.

The register includes a natural language AI tool, underpinned by Anthropic's Claude, which can match marketers with agencies that best fit their specific briefs.

Speaking to Mumbrella, TrinityP3 founder Darren Woolley said the goal was to support marketers, particularly the roughly 90% who manage their own procurement and pitch processes.

"The register is a very valuable resource for us, and we want it to be of value to marketers and procurement teams as well," he said.

"The focus is to help a marketer assess whether an agency is a right fit for their brief, which requires weighing up data including clients, headcount and core capabilities – data that is often sensitive and not widely available."

[Enjoying Mumbrella's exclusives? Why not sign up for our free daily newsletter and get it in your inbox?](#)

After testing multiple large language models, including ChatGPT and Perplexity, Woolley said Claude delivered the most accurate, least biased results when trained on the register's proprietary data.

The TrinityP3 team spent the past three months "rigorously" testing the new platform with a select group of marketers before officially going live today.

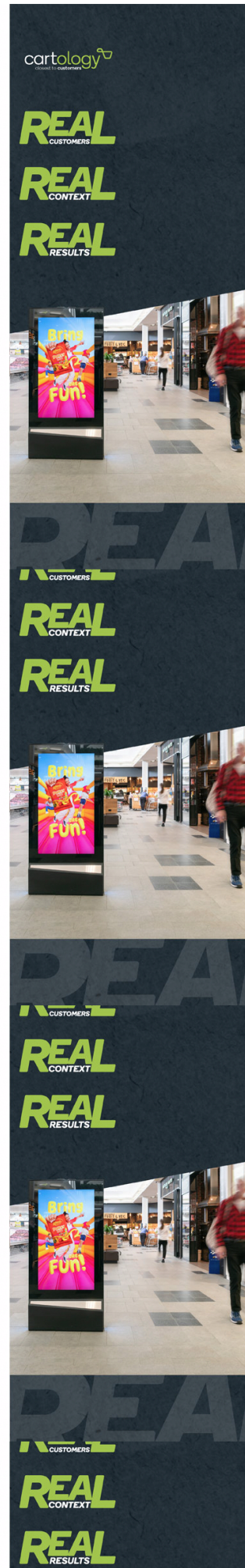
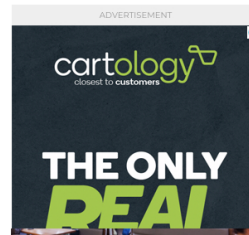
Priced at \$495 per month, the subscription allows for up to 300 prompts — a volume Woolley believes is more than sufficient for most marketing teams to shortlist a range of potential agencies.

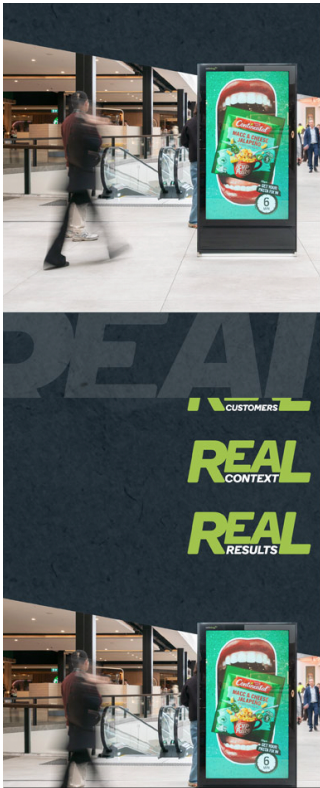
Woolley said the launch also reflects how the market has evolved since the Covid lockdowns, when tightened budgets and remote work accelerated a broader shift towards in-house production, short-term projects and more targeted agency partnerships.

"Previously, a lot of pitches were for agencies of record, but now a huge number are for project-based work – which will often be procured in-house," he explained.

"A lot of services have gone in-house, but no clients are doing every single function in-house. They still need agencies to provide capabilities they struggle to do themselves."

RELATED CONTENT





RELATED CONTENT



OPINION
Note to brands and agencies: AI is both an enabler and a smilin...



NEWS
TrinityP3 puts pressure on marketers to improve pitching...

Eleanor Dickinson

TOPICS TRINITYP3

Have your say

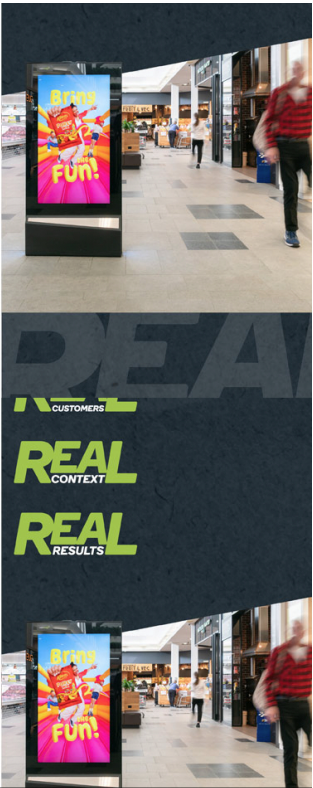
Login with:

 Continue with LinkedIn

Or comment anonymously

Your comment will be marked as unverified

SUBMIT COMMENT





ARN upfront: Sensible meets madcap with a touch of TV



Murdoch power player Siobhan McKenna retires from News Corp



Meta's price per ad up 10% in strong quarter marred by big tax bill



Mumbrellacast: ARN delivers the goods at latest upfront, and a News Corp insider opens up



Junkee co-founder slams Australian publishing for lack of ambition







