

5 Key Benefits of



IN-HOUSE Digital Advertising



Movers and shakers: The world's leading performance marketers are taking digital advertising in-house. Learn their top 5 reasons why.

Management of digital ad spend is moving from external parties to in-house teams. When armed with best-in-class ad automation software, an individual in-house advertiser can achieve scale, efficiencies, and performance at or beyond what's possible through external teams.

56%

of marketers report having moved established business from an external agency to in-house teams



COST SAVINGS

Pay for ads, not middlemen.

Marketing teams that take advertising in-house with software offering publisher-direct media buying save on two significant costs.

1. Third Party Managed Service Premiums
2. Ad Network Inventory Markups

Average media markup from ad networks and intermediaries



Save \$500,000 on \$2M

A back-of-the-envelope cost savings analysis

	Through a Third Party	Using Software In-House
Annual budget	\$2,000,000	\$2,000,000
Average third party managed services premium	\$600,000	\$0
Annual software subscription	\$0	\$100,000
Remaining budget for ad campaigns	\$1,400,000	\$1,900,000

Direct-to-publisher buying removes media markup costs of ad networks and other resellers.



Through a Third Party

Using Software In-House



What can marketers do with that cost savings? Bid higher to:

1. Reach more people
2. Reach more valuable audiences who typically cost more to acquire

PERFORMANCE

Retain ownership over performance.

Acquiring great customers and encouraging them to buy is critical to business success. As in-house teams assume responsibility for this core competency, they gain real-time visibility into powerful customer insights to improve performance.



Marketers benefit from cross-channel learnings and performance gains when digital ad budgets aren't siloed across various third party partners.

52%

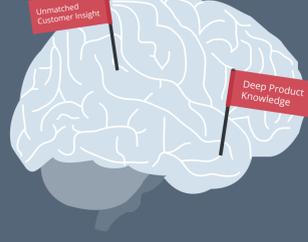
of marketers are assigning newer marketing functions—digital, social, and mobile—to their in-house teams



EXPERTISE

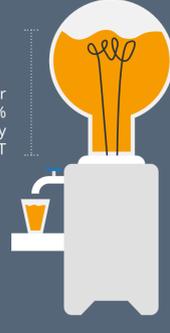
Put in-house knowledge to work.

No one understands a company's customers, products, and industry better than the internal marketing team that lives and breathes them every day.



80%

In-house expertise is especially important in the ever evolving world of mobile, with companies reporting 80% of their mobile strategy and measurement is steered by in-house marketing teams partnering with IT



Be Social

Social media ads spark social conversations. Who better to engage with likes, shares, and comments on ads in a company's brand voice than an in-house expert?

SPEED

React quickly and autonomously.

In the online world, are free to test and scale campaigns quickly, react to new market opportunities, and pivot at will.



The majority of marketers cite faster turnaround time as an advantage of the in-house approach

Running an eCommerce ad campaign? What happens if inventory runs out? Marketers must act fast.

- STOP Stop the Campaign
- Reroute to Another Sale

Don't let working with external third parties slow business down.

- Slow response when requesting to shut down the campaign
- Hours spent communicating back-and-forth about new creative and landing pages

TRANSPARENCY

Keep digital media budgets in plain sight.

Marketing teams working with third party agencies do, black box vendors rarely have insight into true media cost data, let alone any depth of additional performance data or the decisioning logic of algorithms.

63%

of advertisers report either no insight at all or only high-level reports of digital media spend from third party partners



Sophisticated ad automation platforms produce simple, shareable data visualizations of complex metrics. Now, everyone from marketing directors to CMOs can have a clear picture of campaign performance.

In-house digital advertising: The foundation of performance marketing success.

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