

# 4 REASONS TO TAKE PROGRAMMATIC IN HOUSE

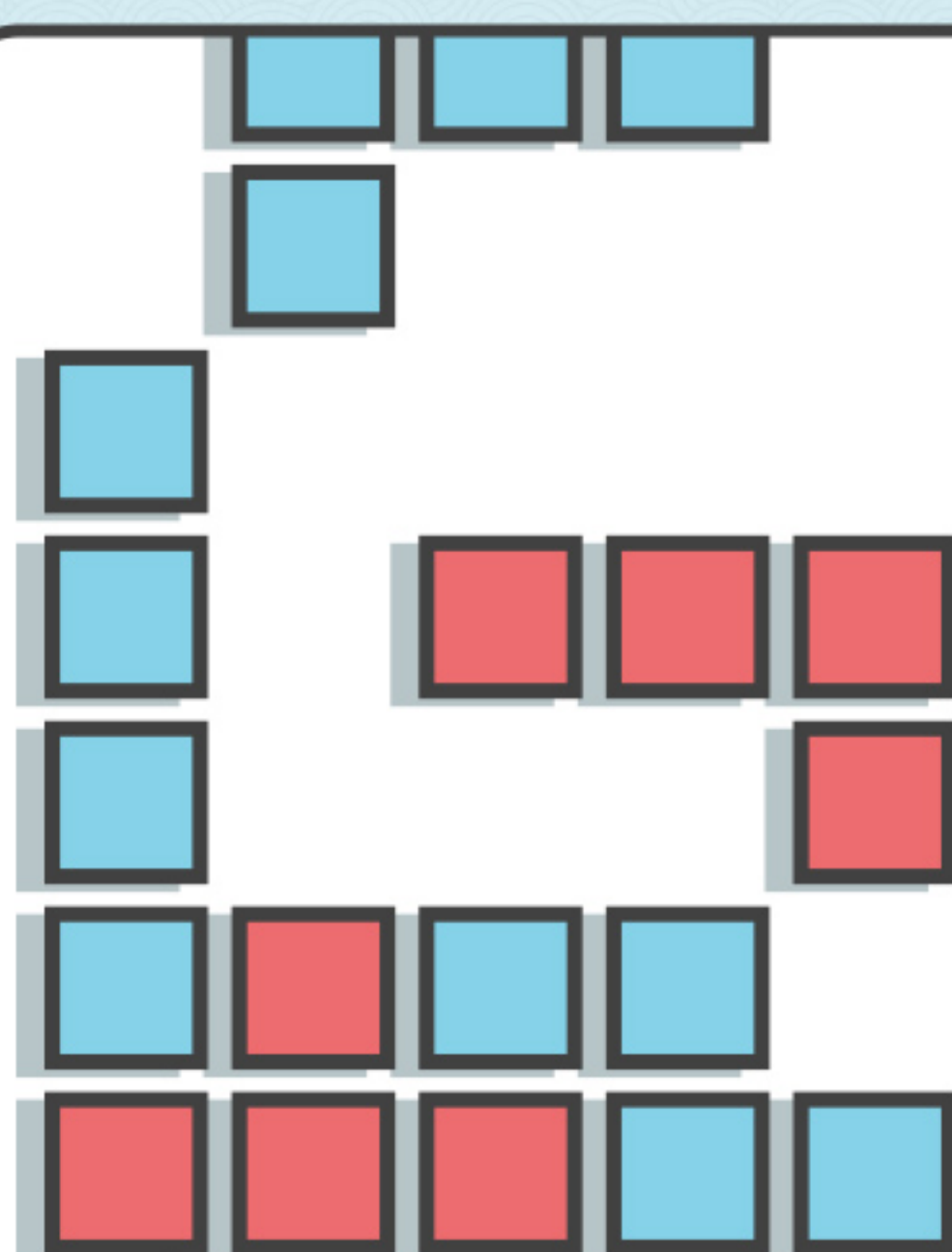
## CAMPAIGN/CLIENT PERFORMANCE

Putting more of the client budget directly toward the media purchase directly increases, in proportion, the Return on Ad Spend (ROAS); fusing the agency's direct client knowledge into self-service platform operation.



WHO IS BETTER SUITED TO RUN THE CAMPAIGN THAN THE PEOPLE WORKING DIRECTLY WITH THE CLIENT?

MAKE KEY CHANGES IN MINUTES, FREEING UP MORE TIME FOR IMPACTFUL AND STRATEGIC ACTIVITIES



## CONTROL/ EFFICIENCY

Platform operators are less reliant on multiple vendors and can act quickly and precisely during both the strategic planning processes, as well as the execution and optimization phases.

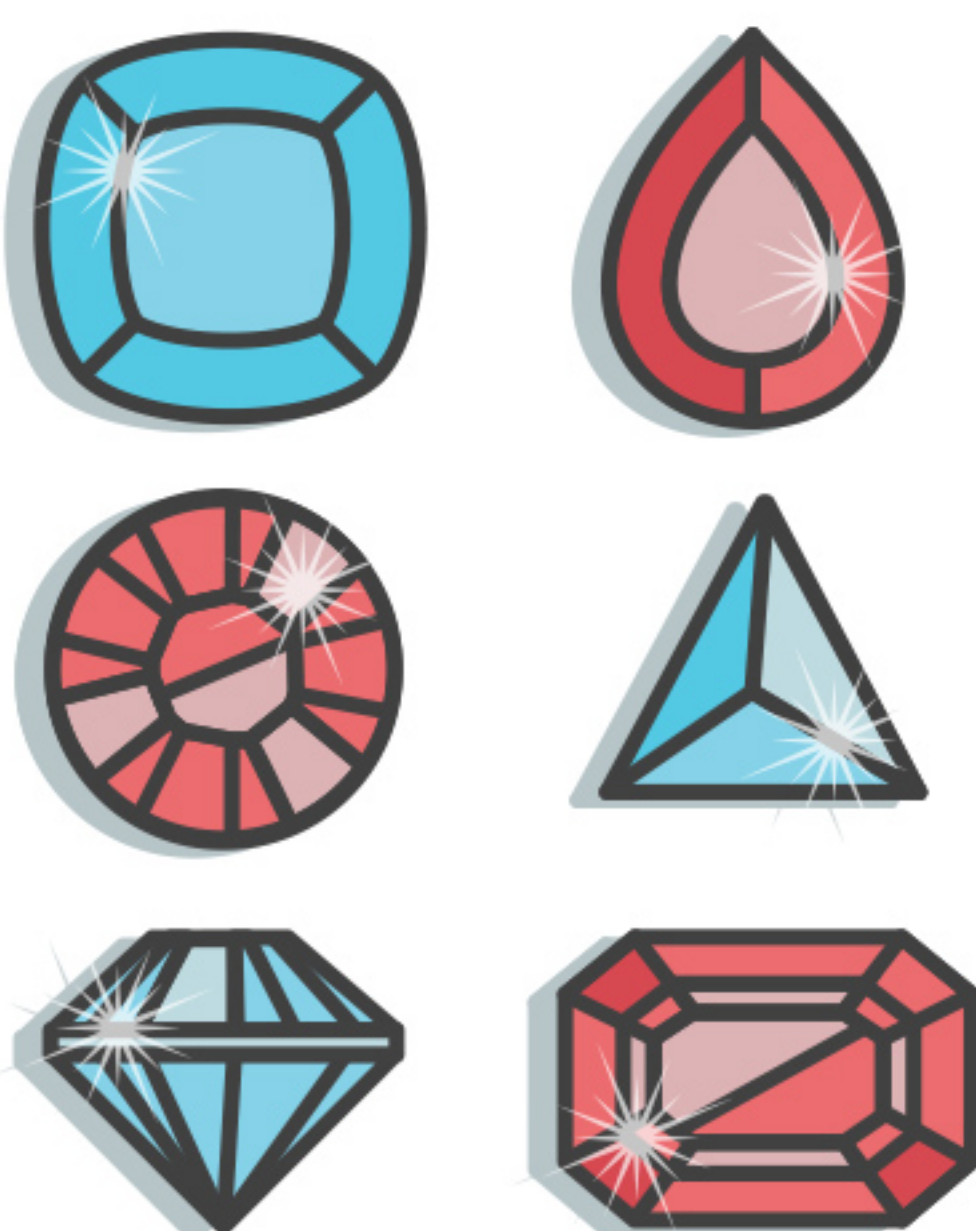
## TRANSPARENCY

As the recent ANA study by K2 shows, rebates and other non-transparent business practices are still highly pervasive in the agency ecosystem. Running a platform in-house enables the agent to have real-time access to every cost source (media and data).



EASILY SHARE EVERY COST COURSE WITH CLIENTS IN REAL-TIME

THE BENEFITS INVOLVED WITH BRINGING PROGRAMATIC IN-HOUSE GREATLY OUTWEIGH ANY COST ASSOCIATED



## VALUE/CAPTURE

With the learning curve getting lower (platforms getting simpler—reducing onboarding, training, and ongoing support costs) and the entry level costs being kept at a minimum (platforms are cheaper to license and/or have lower or zero media minimums to get started), most agencies stand to gain both monetarily and strategically by investing into in-house platform operation.