

# UNPACKING IN-HOUSE PROGRAMMATIC FOR BRANDS

Besides obvious reasons like increased control, transparency, and budget control, why would brands want to take the leap of faith and bring their media buying in-house?

We're a brand, too, and as you can guess, we run all of our programmatic in-house. That means we understand the need to prove ROI, justify budgets, and to make sure the leads that come in are qualified.

*Here are some ways to make sure the transition is worth it.*



## 1 STRATEGY

Focus on the things you know **make an impact**—things you can tie directly back to your business goals in a 1:1 comparison. For example, if your biggest goal currently is to gain new leads, **take advantage** of the programmatic resources available to you to make that happen,



## 2 IMPLEMENTATION

There are two types of customers: **Existing and new**. First, in order to cross or upsell existing customers using Choozle, onboard and match first-party or CRM data. Then, **apply what you learn** from conversions or clicks when targeting your existing customers to find new customers and lead them into your database.



## 3 OPTIMIZATION

Take advantage of the **many resources** out there to close the loop on your campaign optimization. What click-through rate did that ad group have, and how many qualified leads did it bring in? At the end of the day, your team knows your product, industry, and goals. Trust your strategy, but be willing to **change it up** if something doesn't go as planned.



## 4 REFINEMENT

Look beyond just advertising metrics and take into account **business metrics** as well. How many leads have converted into customers? What about **valuable** ones? Programmatic is a marathon, not a race, but these numbers are exactly how you'll justify the transition and prove ROI to your board.

