Mi Casa es Tu Casa

How in-housing is transforming the programmatic landscape
The Evolution of Digital

Digital Ad Dollars

- Programmatic spend
- Non-programmatic spend

The Evolution of Digital

"On average, 42% of each programmatic dollar was spent on non-working media between 2015 and 2017."

5 Primary Reasons for Brands In-housing

1. Improved ad performance/ROI
2. Cost efficiency and transparency
3. Better control & management of data and targeting
4. Enhanced real-time optimization capability
5. Full accountability and focus on brand goals

88% of UK brands in-housed programmatic

Source: Interactive Advertising Bureau (IAB), "European Programmatic In-Housing: Adoption Rate, Benefits, Depth, and Types of In-House Buying Functions" sponsored by IAB Data Center of Excellence and Accenture Interactive, April 24, 2019
Why In-House?

**Transparency**
Know what price you are paying to each and every one of your suppliers and what your opportunities are to negotiate

**Flexibility**
Switch faster between preferred partners and optimise more swiftly towards the things that work

**Control**
Prioritise the elements most important to the smooth running of your business
The legacy approach, (also called the consolidated model, the one-stop-agency-services model or even the complete outsourcing model), leaves the agency partner in control and the advertiser largely on the outside, thereby limiting media neutrality, commercial transparency and flexibility across the paid media ecosystem.

Gerhard Louwe,
Head of International Media Management & Transformation,
Deutsche Telekom
Although there are similarities in their approaches to marketing, the subtle differences can be revealing,” Lipsman said. “Traditional retailers are used to pushing promotions, which might make the sale today but does little to encourage long-term brand loyalty. **D2Cs appear more focused** on the **overall customer experience**, which has been a big part of their early success and a reason their customers keep coming back.

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Andrew Lipsman, Principal Analyst, eMarketer
Thank you
Fireside Chat

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