

Planting the programmatic seed

Expanding your knowledge of, and offering digital display advertising in-house, can be exactly how you can set yourself apart from the competition. Learn how to plant and grow display advertising service in-house and gain the competitive edge you've been looking for.

1 Prepare the landscape.

The best way to ensure that a transition to programmatic, or in-house programmatic, will work to its highest potential is to **collaborate across teams**, especially with leadership.

This will make it clear that the adoption will happen not only within the advertising, media, and operating teams, but all the way up through senior leadership and sellers of this service as well.



2 Who will maintain the garden?

Next up, you'll need to decide who in the company will be operating programmatic. Some key roles to keep in mind:

A **creative designer** will develop creative for campaigns and build the ads for landing pages.

A **campaign manager** or **media director** will develop strategy and optimizations as well as traffic creative element and conversion tags.

A **billing lead** will be in charge of invoicing clients for their campaigns.

And lastly, a **data analyst** will be responsible for monitoring, collecting, and analyzing campaign data.



3 Encourage growth.

Offering and running digital campaigns is a marathon, not a sprint. Much like the other services you offer to clients, it takes time to really get things up and to the right. Make that clear from the beginning!

Some other ways to encourage growth past the up-and-running stage are to provide **education** to clients and internal teams around what you're doing and why you're doing it.

There is a lot of trial-and-error to running programmatic campaigns—and luckily, you can now make budget changes and optimizations on the fly to decrease cost and improve performance.



4 Try new things.

Agencies are making the transition to in-house programmatic because it offers a competitive edge.

Embrace the **flexibility** this new service offers to both clients and your team, and seizing that opportunity can show big gains for agencies and clients alike.

