

Marketers Outsource Programmatic More than Other Tasks

Managing tech and finding talent make bringing it in-house difficult

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When it comes to programmatic advertising, many marketers still prefer to delegate their work to someone else.

In a survey of 120 CMOs worldwide by marketing consultancy [NewBase](#), 43% of respondents said they outsource their programmatic efforts. No other marketing function had an outsource rate this high.

In-House vs. Outsourced Marketing Services According to CMOs Worldwide, Jan 2018

% of respondents

	In-house	Outsourced	Both
Marketing strategy	86%	1%	13%
Product marketing	76%	5%	20%
Customer experience	75%	7%	19%
Social media	52%	10%	38%
Data and analytics	45%	13%	43%
Ad operations	45%	28%	30%
Content marketing	44%	6%	49%
Branding	43%	14%	42%
Events marketing	43%	20%	37%
Digital marketing	42%	12%	46%
Communications and PR	36%	20%	45%
Advertising	33%	36%	32%
Programmatic	32%	43%	27%
Research and insight	28%	28%	44%
Creative and design	24%	28%	49%

Note: among those with budget responsibility of top 15 marketing functions; numbers may not add up to 100% due to rounding
Source: NewBase, "The Evolving Marketer 2018," March 28, 2018

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Problems with programmatic, such as fraud and nontransparent fees, make bringing automated ad buying in-house an appealing option to marketers.

In an August 2017 survey of brand advertisers worldwide by [Infectious Media](#), 84% of respondents indicated that [they wanted more control over their programmatic efforts](#).

But pulling this off is trickier than flipping a switch and letting the machines figure out the rest. Building and managing technology internally while also finding enough qualified talent to run programmatic ad campaigns is quite difficult. That's why only 1.4% of the advertisers [Infectious Media](#) polled had taken steps to bring programmatic buying under their roof.

There are multiple degrees of bringing programmatic in-house. Brands that have done so completely, like Netflix, [are exceptions](#). What's more common is for brands to handle specific aspects of programmatic internally, like Bayer did when [it took control of its data management platform \(DMP\)](#) and analytics.

While few marketers go all-in on bringing programmatic in-house, some are making progress toward taking control over their automated ad buying. In July 2017, the [Association of National Advertisers \(ANA\)](#)

surveyed 149 marketers, and 35% of those polled said they'd expanded their in-house programmatic capabilities—more than double the percentage who said the same in an ANA survey from 2016.