

# How Technology Is Changing Ad Agency Structures

Buyers are intrigued by AI

**INTERVIEW** | **JUNE 2018**

**Ross Benes**





An interview with:  
**Don Vega**

Principal Media Trader  
Goodway Group



**T**he automation of ad buying has forced agencies to rethink how they utilize ad tech. Don Vega, principal media trader at [Goodway Group](#), spoke with eMarketer's Ross Benes about how emerging technologies are leading ad buying firms to reorganize themselves.

**eMarketer:**

Have you noticed ad agencies having to change their structures due to new technologies?

**Don Vega:**

Definitely. We are seeing more data scientists and people being hired on the tech side who are able to analyze and manage the data and reporting.

**eMarketer:**

Are any areas being cut back to compensate for the expansion of tech hires?

**Don Vega:**

We see less folks on the production side. You do not see a lot of folks doing print production or video production. The production becomes too expensive.

“You're going to see more custom creations and less cookie-cutter approaches that [agencies] just send to every client. The client will have **their own custom team**, custom strategies and custom technology.”

**eMarketer:**

In what ways do you think agencies will continue to adjust themselves?

**Don Vega:**

You're going to see more custom creations and less cookie-cutter approaches that they just send to every client. The client will have **their own custom team**, custom strategies and custom technology.

**eMarketer:**

Which emerging technology will have the biggest effect on ad buyers?

**Don Vega:**

Artificial intelligence (AI) is probably going to have the biggest effect.

**eMarketer:**

What is so appealing about AI?

**Don Vega:**

The machine can actually learn from the campaign and then constantly make little optimizations on an ongoing basis and keep getting better.

Interview conducted on June 15, 2018