

Half of Marketers Believe Programmatic Is Effective

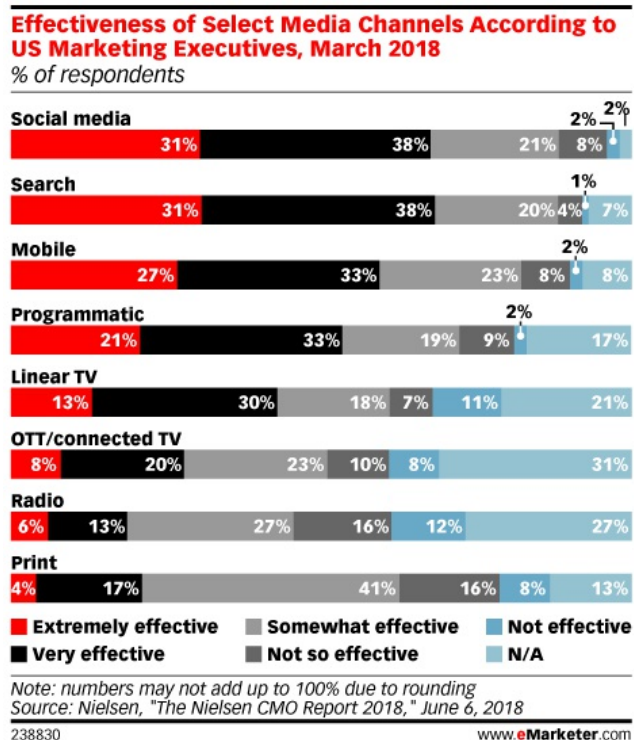
There's mixed efficacy with automated advertising

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When it comes to programmatic advertising, marketers have split feelings.

Between January and March, [Nielsen](#) surveyed 3,000 US marketing executives on the effectiveness of certain media channels. About half of them called programmatic extremely or very effective.



The surveyed marketers were most satisfied with social and search,

with 69% of respondents rating each type of marketing as extremely or very effective. However, programmatic fared better than several other media channels. For instance, only about one-fifth of respondents found print to be as effective.

While programmatic makes ad buying more seamless for marketers, it is still plagued by hidden fees and ad fraud. Its complexity also makes it difficult for many people to grasp. That's why a large percentage of marketers **delegate their programmatic work** to someone else.

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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In a March survey of 120 CMOs worldwide by marketing consulting firm **NewBase**, 43% of respondents said they outsource their programmatic efforts. No other marketing function had an outsource rate that high.