When Determining if Your Programmatic Should Be In-House or Not, Keep These 3 Points in Mind

Transparency is everything in digital advertising today. Years of fraud, brand safety issues, Facebook and Google’s questionable practices and murky metrics have fostered distrust and prompted a push for greater control over ad practices. The brand/agency relationship is a case in point. In 2016, K2 Intelligence and the Association of National Advertisers reported that non-transparent… https://www.adweek.com/digital/when-determining-if-your-programmatic-should-be-in-house-or-not-keep-these-3-points-in-mind/