

# Scaling your in-house media activation strategy



HUDSON MX

## INTRODUCTION TO TECHNOLOGY & INFRASTRUCTURE

### Summary Setup Checklist

*Setting up your in-house media operations for success*

- Talent plan
- Buying strategy
- Data strategy
- Technology plan
- Security & compliance
- Best practice documentation\*
- Workflow training\*
- Operational setup\*
- Audit setup\*
- Data setup\*
- Vendor setup\*
- Reporting setup\*

*\*A key area that maps to MX Platform™ functionality & Hudson MX expertise.*

### Meet the MX Platform™

Our enterprise-level media platform streamlines & elevates end-to-end workflows across teams and channels. Track & control spend, gain visibility & insight, support increased ROAS & more.

### Want to learn more? Contact us.

#### JOSH CASARONA

Pre-Sales Team Lead  
josh.casaron@hudsonmx.com

[hudsonmx.com/forbrands](https://hudsonmx.com/forbrands)

### ASSESSMENT AREA 1

#### *Are you ready to manage financial workflows & risk?*

Recently, we commissioned an independent study which involved interviewing leaders of in-house media teams from 16 major U.S. or global advertisers. Among the key findings was that operational and process challenges pose a crucial barrier to scaling in-house operations, even where the potential for more significant ROI is at stake. Addressing these two questions upfront helps eliminate these barriers:

- **Will you be able to pay vendors on time?** Even large brands can see payment terms jump from 45-30 days with vendors like Google and Meta when they bring buying in-house. Simultaneously, they find that manual reconciliation of media invoices is a complex, labor-intensive process requiring up to 15 steps—leading to delays, errors, and staff morale issues.
- **How will you minimize risk?** Without real time visibility into authorizations, budgets, spending, and invoices, in-house buying can bring along with it a significant risks like unapproved & accidental overspend, costly audits, etc.

### ASSESSMENT AREA 2

#### *Do you need a dedicated media tech stack?*

While some brands manage in-house buying with spreadsheets, pdfs, or non-media-specific company-wide tools, large advertisers who find they need a dedicated system share many of these characteristics:

- Spends \$75M+ per year on digital in the U.S. market
- Buys media in 2+ channels across search, social, & programmatic
- Transacts with at least three platforms or sell-side partners
- Leverages significant first- and third-party data to optimize ROI
- Depends on the ability to respond to market or performance in real-time
- Requires strong operational & best practice continuity across teams and when onboarding new staff
- Lack budget or talent resources to absorb new time-intensive manual tasks

### ASSESSMENT AREA 3

#### *What does your ultimate vision require?*

If you give your team enough time to build the proper infrastructure for your goals, you can avoid more costly cleanup and retroactive solutions. Consider for example how likely your team is to pursue some of the following strategies in the next 5-10 years:

- Adding new vendors & platforms for existing channels
- Venturing into new channels such as retail media
- Leveraging mixed media modeling or other incremental tools & strategies
- Activating new data sources, metrics, or measurements
- Buying new markets or requiring global visibility & collaboration