Optimizing your in-house media strategy & process

HUDSON MX

Meet the MX Platform™

END-TO-END   UNIVERSAL CONNECTIVITY   OMNICHANNEL   REAL-TIME

Our enterprise-level media platform streamlines and elevates end-to-end workflows across teams, channels, and vendors to track and control spend, test and scale new strategies, and boost ROAS.

Driving efficiency & cost value

"Hudson fills an important gap in the media supply chain by linking up internal and external data in one unified place. This enables tighter financial control and the automation of previously manual, error-prone work like reconciling media invoices."

—Denis Budniewski, *Executive Director of Marketing Investment & Transformation, Verizon*

verizon✓

Want to learn more? Contact us.

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OVERCOMING CHALLENGES & BUILDING EFFICIENCY

In a recent study, we commissioned interviewing leaders of in-house media teams from 16 major U.S. or global advertisers. **Among key findings was the fact that operational and process challenges are a crucial barrier to scaling in-house operations, even when the potential for more significant ROI was at stake.** Addressing these considerations helps eliminate these barriers and bring your finance and procurement front and center as you scale your in-house media operations.

- **Can you pay vendors on time?** Labor-intensive vendor invoice reconciliation can lead to late payments and accounting errors. Even large brands can see payment terms jump from 45 to 30 days with vendors like Google and Meta.

- **How are you minimizing risk?** Without proper transparency and visibility into authorizations, budgets, spending, and invoices, in-house buying can bring along with it a significant accounting and spending risk.

- **Does your in-house team have issues with media overspending?** Unauthorized and accidental overspending are common issues for new and growing in-house programmatic media teams.

- **How does your media team track performance and media spending in real-time?** Tracking campaign metrics in real-time is key to maximizing return on ad investment and ensuring compliance. Audits can also become more costly and time-consuming.

- **Do you have data hygiene issues that interfere with reporting and analytics?** This can make it more challenging to activate data how you want or do things like fully utilize partner deals.