



14
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How Will You Assess the Benefit Delivery of Your In-House Agency?



The number of marketers transitioning portions of their advertising from agency partners to in-house operations has grown in recent years. According to the Association of National Advertisers (ANA) 2018 study on this topic it found that “78% of its members had in-house

agencies,” which was up from a level of 42% in 2008.

As marketers seek improved levels of speed, control and efficiency, the trend of marketers transitioning select services in-house or, in some instances, seeking to build full-blown internal agencies will likely continue.

Company management’s goals regarding this decision often revolve around the procurement of advertising support with shorter turn-around times and lower costs than what can be achieved through its external ad agencies. The question to be asked is; “How will in-house agency executives measure and report on their operation’s benefit delivery?”

Capturing data and providing feedback on the effectiveness and efficiency of in-house operations is a must when it comes to validating its existence, assessing project through-put potential and evaluating colleague satisfaction. That said, determining what performance criteria to measure and the methodology to be employed is an important decision.

In a recent article entitled; “[Taking your marketing in-house? It is time to improve productivity](#)” Darren Woolley, Global Chief Executive of TrinityP3, an Australian based marketing management consulting firm, suggests that when it comes to benefit delivery, in-house agencies are overlooking the “single biggest financial benefit” that they provide, which is “improving productivity.”

Measurement of “what” an in-house agency produces in addition to the cost of delivery aside, Mr. Woolley rightly points out that in-house agency executives have the unique ability to enhance the productivity of their operations by “streamlining structures and processes” between their internal clients and the in-house agency team. This is a structural advantage, not always available to a marketer’s external agency partners who have to adopt to their clients’ internal processes, no matter how inefficient they may be.

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The good news is that there are resources available to assist marketers with crafting in-house agency effectiveness measures and to benchmark their performance. As an example, the [In-House Agency Forum](#) (IHAF) offers its members access to a normative database of performance benchmark and the ability to customize a performance survey that they can field to assess their service delivery where it counts most... with their internal clients.

Establishing the storyline for assessing in-house agency value delivery is critical to driving productivity and positively shaping stakeholder expectations. In the words of Paul Meyer, *"Productivity is never an accident. It is always the result of a commitment to excellence, intelligent planning, and focused effort."*

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