

All advertisers should consider In-housing their media buying!



In-housing digital media buying has been one of the biggest trends in marketing since 2018. The increased speed of execution and brand knowledge has driven dramatically improved results for early adopters. Indeed performance combined with the potential cost savings and legislative need for advertisers to safeguard their data have been the major drivers for this trend.

Today it is widely accepted that advertisers should take elements such as strategy, measurement and data onboarding in house. Creative design and channel execution being areas that could be in house or outsourced depending on the availability of talent and culture of the business. Going on the in-housing journey does not mean that you need to in house every task and channel. Indeed outsourcing elements whilst in housing the core can be the most effective route for many advertisers - effectively Right Housing marketing resource.



In-housing and Support

Like anything else though in housing can be done well or done poorly. We believe that in-housing done well requires expertise to advise on areas like resource, training, technology, automation, AI and process. As the leading company in housing all digital channels we think any advertiser considering in-housing (which should be all advertisers yet to do so) should contact Canton to see how we can help.

94%

of brands believe data and analytics must be handled in house. With support in housing being the best as brands look to partners to help them do what they cannot in house... [read more: Adweek, 2020](#)

75%

of a survey of 1000 CMOs said they need better integration with In-housing the go to strategy. Supported in housing giving advertisers the best chance to blend skills and succeed... [read more: The Drum, 2019](#)

Resourcing and Training

The number one challenge of right housing is having the right resource and culture for success. At Canton we have built many world class marketing teams and know the skills required and where to find them. Crucially our training program can take existing staff or new team members and get them up to the required standard quickly and shamelessly. Canton are also experienced hands on keyboard practitioners and are able to take on any task required so you will never be left unsupported.



MarketingDive report that in-housing and cost saving are accelerated by the pandemic but that key concerns around attracting talent impact the decision... [read more: Marketing Dive, 2020](#)



Emarketer reports on the added control brought by in housing and the importance of bringing in assistance for training and resource... [read more: Emarketer, 2019](#)

Automation and AI

Automation and AI are a vital component of In Housing. Without having automated tasks and reports any in-house team can be swamped with work and brands will not be able to realise the improvements in speed, efficiency and performance they are looking for. Therefore it is crucial to have available the experience of people who have done this before many times.

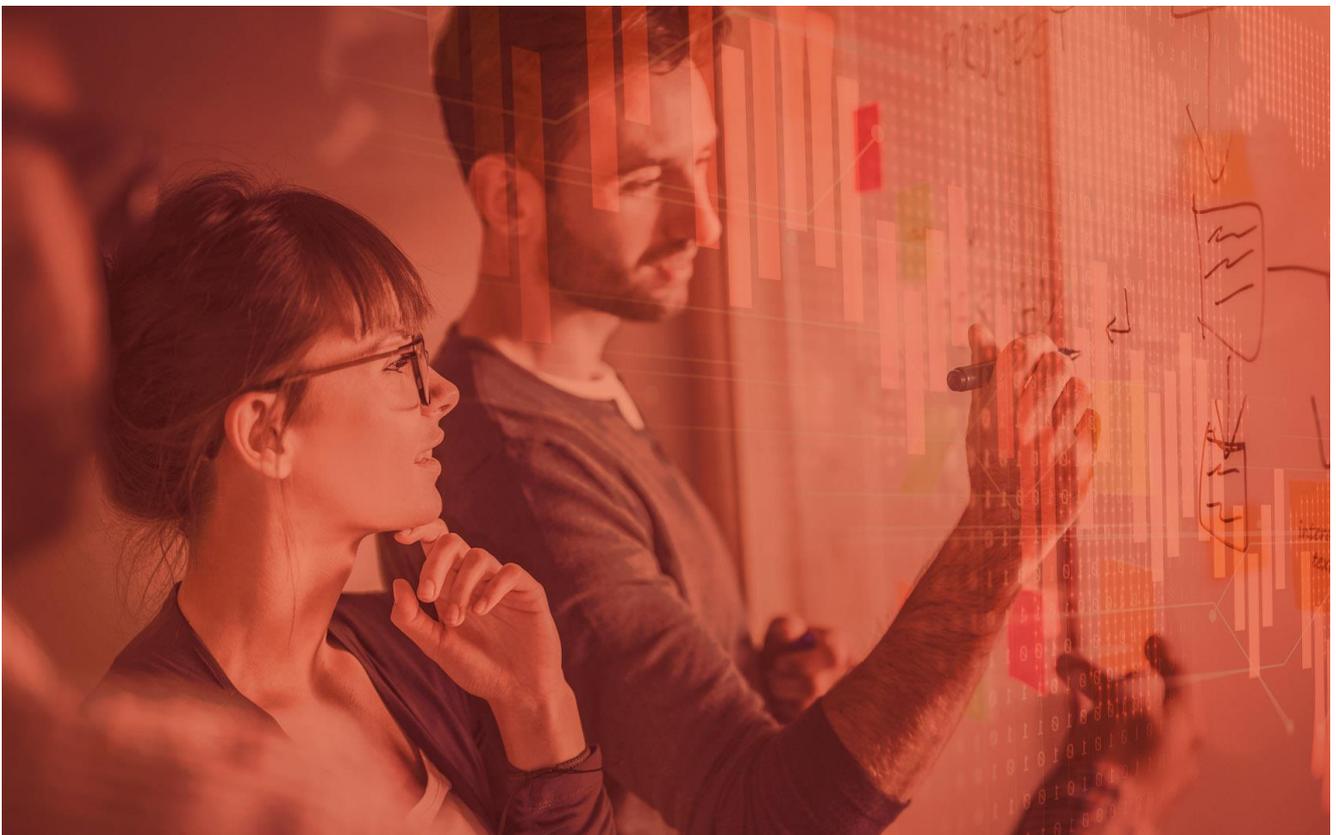
AI and machine learning are then able to turbocharge results and ensure that Brands are able to compete with and exceed their peers.

45%

of current paid activities can be automated by today's technology, an equivalent of \$2 trillion in total annual wages in the US alone. Getting automation right is a huge part of realising cost savings from in housing... [read more: McKinsey, 2015](#)

72%

of business decision-makers agree AI can enable humans to concentrate on meaningful work. With in housing this drives superior results from limited resource allowing you to do more with less... [read more: PwC, 2017](#)



Canton: the experts in Cross Channel In-housing

We want to help future-proof UK retail businesses. Here's how we do it:



Evaluation and Recommendation

- First, Canton evaluates the business's current setup to determine the requirements to meet your end goals
- Then, we'll create and share a roadmap for improvement — outlining step-by-step the activities that will promote business growth



Implementation and Migration

- Once decided, our media engineers will begin implementing and migrating these improvements to ensure your business is in its best possible position
- Rigorous testing of each component alongside a training program for your team on each element.



Support and Documentation

- Of course, we'll also provide expert insight, analysis, and transparent advice built on years of hands-on experience — ensuring a smooth transition
- This support includes expert training; coaching teams on relevant technology platforms and techniques, to ensure they are ready for the future.

Why Canton?

The Canton team is dedicated to helping businesses maximise online visibility and profitability, even in unstable economic settings. Our team comprises some of the best talent from leading agencies, ad technology, publishers, and direct retail backgrounds. We combine extensive experience, expertise, and cutting-edge technologies to deliver unparalleled results.

In short: we're a new type of partner, committed to creating a stronger digital future for retail. We know what "good" looks like. But we know what "the best" looks like, too. And our input makes all the difference.

When marketing technology works together, it will boost performance — not hold it back. We're ready to take on the market changes surrounding website cookies and legislation, and we want to do the same for our clients.



Marketing Strategy

Building a connected strategy and channel selection with effective KPIs



Planning and Buying

Transparent support to streamline the media planning and buying process



Creative Support

Designing responsive creative that can adapt to a fast changing digital world



Attribution Analysis

Connecting data sources for actionable intelligence and measurable results



Technology Appraisal

Delivering the optimal technology stack to suit your current and future needs



Outsourcing & Training

Giving your team the resources they need to cover any gaps in knowledge

Meet the Team



Nick King CEO

Nick is an expert media director with more than 20 years' experience. He was formerly a director at Yahoo, Future Publishing, and News International. Nick's passionate about delivering seamless success for clients, with bespoke media strategies.

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Rob Webster CSO

Rob is a seasoned data and technology director with more than 20 years' experience. He has a passion for ensuring that data and technology work in perfect harmony with a marketing team's best efforts. He has worked at MediaCom, Unique Digital, Crimson Tangerine, Yahoo, and AOL.

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Graham Broomfield E-commerce Advisor and Director

Graham has more than 20 years' digital retail experience as a digital, ecommerce and omni-channel director. He has a passion for modern e-commerce solutions built with a customer-centric omni-channel approach. Graham has worked for many retail brands including LK Bennett, Crew Clothing, Olivia Burton, eBay, and many others.

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Canton: trusted by
brands across the globe



Is your retail brand in need of digital transformation? We'd love to help.

Let's work together, and give you back control

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