

BUILDING A CUSTOMIZED TECH STACK

As a result we can recommend a customized tech stack to every client.

We do not build our own ad tech. We didn't build our own DSP or ad server or our own data visualization tools. Instead, we partner with the best ad tech companies. The reason we don't build our own tools is because technology is expensive and requires a tremendous amount of capital to upkeep; it's not a good use of our resources or our clients' resources. By our account, over \$850MM in investment (funded by venture capitalists) is being allocated to fund and improve our preferred ad tech partners and that is a lot more capital than any one media agency can afford. Instead of spending our time building, we spend our time vetting and integrating. As a result, we can recommend a customized tech stack to every client.

As more media budgets move to digital, and as the \$70B spent in TV moves to digital in the next few years, building out the right tech stack to manage these investments will become even more important. If a client doesn't have the right stack, they won't be able to measure and optimize their investments. This is why we have preferred and vetted partners across all the major ad tech categories including social buying platforms, data visualization, DSPs, DMPs, ad serving, cross device targeting, attribution and more. The following is a list of our current partners, but our Digital Engineering Committee, the team at the agency that works with our client teams to make ad tech recommendations, is constantly evaluating this list.



SCHEDULING A SESSION:

For more information, and to start planning an immersion day for your brand, please contact us at info@mediakitchen.com

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We learn about how campaigns have been managed and examine whether any gaps exist.

Tech stack development is part of our media management process, which begins as soon as we sign a new client. The first two phases of our process, brand immersion and strategic development, directly inform the kind of tech stack we would recommend for each client. During the brand immersion stage, we begin to gather our client's data needs; we learn about how campaigns have been managed and examine whether any gaps exist. During this stage, we provide a comprehensive audit of all available data streams as well as make recommendations for how data and campaigns should be managed.

During strategic development, we recommend campaign KPIs (Key Performance Indicators), which directly impact how the campaigns need to be supported.

The third phase in our process is our tech stack recommendation, when we recommend which partners we should be using and how they will fit together into a comprehensive and agile stack. The Chefs at The Media Kitchen are passionate about innovation and activating the most effective technology partners. We're constantly meeting with new and emerging companies, including many start-ups, to see what's just around the corner, while pushing existing partners to add and improve features and functionality.

If you would like to learn more about our perspective, approach, and passion for building customized technology solutions, please contact us at info@mediakitchen.com