4 MIN READ

The Case for Owning Your Reporting

Thomas Bridge · September 16, 2026

Agencies are excellent at running campaigns. Fewer are built to hand you your own numbers fast enough for you to act on them.

Every Tuesday morning, the marketing manager opens her inbox and waits. The agency's prior weeks report is due sometime before the 10 a.m. leadership meeting, and until it lands, she cannot tell her CEO how the quarter is actually trending.

This is not a complaint about the agency. The team is talented and the campaigns are well run. The problem is structural: the data lives inside someone else's dashboard, in someone else's format, on someone else's schedule. She sees a summary. She does not see the numbers underneath it.

That gap, between the data existing and the marketing manager actually holding it, is the quiet reason more in-house teams are bringing reporting home even while keeping their agency for strategy and execution.

The Timing of Receiving Your Data Isn't Yours

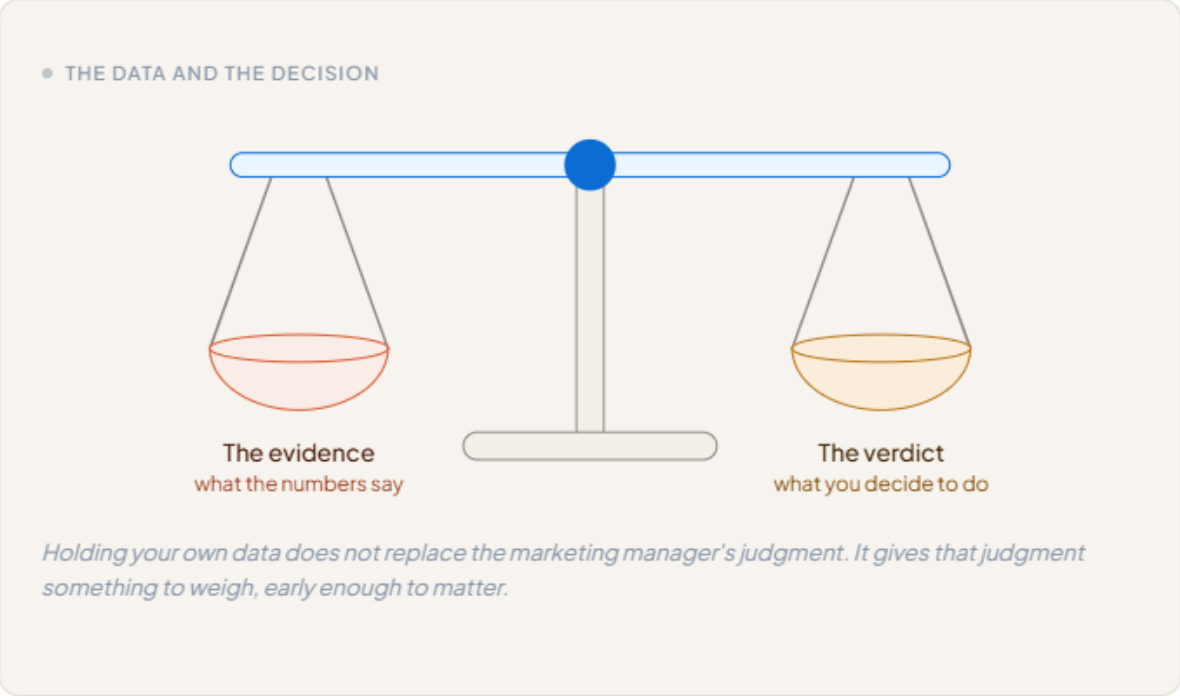
Most in-house teams assume they own their performance data because it is their campaign, their budget, and their performance on the line. In practice, the numbers sit inside the agency's process. What arrives is a curated slide deck, not raw access.

That distinction matters more than it sounds. A slide deck tells you what someone else decided was worth telling you. It does not let you check a number against your own targets at 4 p.m. on a Wednesday, or answer your CEO's question the moment it is asked instead of promising a follow-up.

Owning the data is not a nice-to-have layered on top of good reporting. It is the difference between managing performance and being told about it after the fact. A

team that holds its own numbers can act on a Tuesday. A team that waits for someone else's summary acts on whatever day that summary happens to arrive.

Transparency is not about distrust. It is about not having to wait for permission to see your own performance.



In-Housing Doesn't Mean Firing Your Agency

Bringing reporting in-house is often misread as a step toward cutting the agency loose entirely. For most teams, it is the opposite. The agency keeps doing what it does well: strategy, creative, platform expertise.

What moves in-house is the layer underneath all of that: the live connection to Google Ads, Meta, Spotify, Snapchat and TikTok, and coming soon The Trade Desk and DV360, and a dashboard with ***actionable learnings*** that belongs to the marketing manager rather than to whoever is presenting next Tuesday.

> *Ownership of the data and ownership of the strategy are two different things. Only one of them needs to sit with the agency.*

Timely Data Changes What You Can Do With It

A campaign that overspends on Wednesday does not need to be flagged in next week's report. It needs to be flagged within 24 hours, while the budget can still be corrected. The value of a piece of performance data starts diminishing the moment it exists, and the longer it takes to reach the person who can act on it, the less of that value survives.

enso is built around closing that gap for in-house teams. It connects directly to Google Ads, Meta, Spotify, Snapchat and TikTok, and coming soon The Trade Desk and DV360, and pulls performance data automatically, so the marketing manager is looking at the same numbers the platforms show, normalized into one dashboard, with Learnings, without waiting on anyone's reporting calendar.

The Learnings feature, reads that data each morning and writes plain-English analyses: specific observations tied to real numbers, benchmarked against targets, with a recommended action attached. The marketing manager reads it before the agency's weekly call even happens.

What Ownership Looks Like Day to Day

In practice, these small changes add up to provide timely and actionable learnings. The marketing manager can answer a CEO's question in the meeting instead of after it. She can catch a pacing problem the day after the campaign starts rather than the day it gets summarized. She can walk into the agency call with her own read on the numbers already formed, which changes that conversation from a briefing into a discussion.

None of this requires a data team or a new hire. It requires the reporting layer sitting somewhere the marketing manager controls, with data that updates on its own and analysis that is ready before she asks for it.

The teams doing this well are not the ones with the most sophisticated analytics stack. They are the ones who stopped treating their own performance data as something they receive and started treating it as something they hold.