

GYK Antler

Introduction

This case study of GYK Antler is based on an April 2023 survey of Mediaocean customers by TechValidate, a 3rd-party research service.

Challenges

- Poor ability to manage reach & frequency across CTV and digital channels
- Consumer ad avoidance / ad blindness
- Talent retention / access to expertise

Solutions

- Performance-driven paid media
- Brand advertising
- Identity

Results

- 5-8 hours or more time savings each week using Mediaocean/Flashtalking
- Up to 25% improvement in brand awareness
- Up to 25% improvement in sales revenue
- 100-199% improvement in campaign performance
- 100-199% improvement in campaign efficiency

About Mediaocean

Powering the future of the advertising ecosystem with technology solutions that enable brands and agencies to deliver impactful omnichannel marketing experiences.

Learn More:

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