

PHM

Introduction

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



“Mediaocean is reliable and accurate.”

Challenges

- Loss of access to third-party data
- Consumer ad avoidance / ad blindness

Solutions

- Brand advertising

Results

- Up to 2 hours or more time savings each week using Mediaocean/Flashtalking
- Up to 25% improvement in brand awareness
- 50-99% improvement in sales revenue
- 26-49% improvement in campaign performance
- 26-49% 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:

[Mediaocean](#)