

Havas

Introduction

This case study of Havas is based on a May 2023 survey of MediaOcean customers by TechValidate, a 3rd-party research service.

Challenges

- Decline in ability to measure campaign effectiveness on tech platforms and open web

Solutions

- Performance-driven paid media
- Measurement & attribution capabilities

Results

- 5-8 hours or more time savings each week using MediaOcean/Flashtalking
- 26-49% improvement in brand awareness
- Up to 25% 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](#)