

# Group M

## Introduction

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



“I haven’t experienced any issues while using MediaOcean.”

## Challenges

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- Talent retention / access to expertise

## Solutions

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- Brand advertising
- Automation

## Results

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- Up to 2 hours or more time savings each week using MediaOcean/Flashtalking
- Up to 25% improvement in brand awareness
- Up to 25% improvement in sales revenue
- Up to 25% improvement in campaign performance
- Up to 25% 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](#)