

# EssenceMediacom

## Introduction

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



“I appreciate MediaOcean because it’s easy to use and easy to handle.”

## Challenges

- A lack of preparedness for cookieless future and other data deprecation relating to consumer privacy and walled garden behavior
- Decline in ability to measure campaign effectiveness on tech platforms and open web
- Poor ability to manage reach & frequency across CTV and digital channels

## Solutions

- Demand generation
- Brand advertising
- Identity
- Privacy

## Results

- 5-8 hours or more time savings each week using MediaOcean/Flashtalking
- 100-199% improvement in brand awareness
- 100-199% 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:

[MediaOcean](#)