

GroupM

Introduction

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



“Mediaocean is very effective at campaign management. It was easy to pick up and I feel comfortable teaching new users how to operate the platform.”

Challenges

- Loss of access to third-party data
- Poor ability to manage reach & frequency across CTV and digital channels

Solutions

- Performance-driven paid media
- Measurement & attribution capabilities

Results

- 9-16 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:

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