

Mediacom

Introduction

This case study of Mediacom is based on a September 2021 survey of MediaOcean customers by TechValidate, a 3rd-party research service.

Requirements

Key Features:

- Audiences (Consistent and persistent definitions and deployment of audience segments)
- Creativity (Personalization of creative assets at scale and streamlined collaboration)
- Planning (Holistic planning tools for cross-media budget allocation, forecasting, and authorization)

Solutions

Products Used:

- Global Plans (Lumina) for cross-media planning and reporting

Results

- MediaOcean increased efficiency by 10-24%
- Marketing KPI's improved by 10-24%

Company Profile

Company:
Mediacom

Region:
Americas

About MediaOcean

MediaOcean is powering a world where marketers market the way consumers consume – seamlessly across channels.

Learn More:

[↗ MediaOcean](#)

Source: Eugene Tuccitto, Executive, Mediacom

Research by **TechValidate**
by SurveyMonkey

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