

# IPG Mediabrands

## Introduction

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



“I found the UI very user friendly, because I attended a minimal number of training sessions and was able to learn while working. MediaOcean tech support made the experience better by resolving any problem in real time.”

## Challenges

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- A lack of preparedness for cookieless future and other data deprecation relating to consumer privacy and walled garden behavior
- Loss of access to third-party data
- Decline in ability to measure campaign effectiveness on tech platforms and open web
- Talent retention / access to expertise

## Solutions

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- Performance-driven paid media
- Brand advertising
- Experimental / Innovation budgets
- Automation
- Identity
- First-party data mastery
- Creative testing & analysis

## Results

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- 3-4 hours or more time savings each week using MediaOcean/Flashtalking
- 100-199% improvement in brand awareness
- 100-199% improvement in sales revenue
- 50-99% 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](#)