

Havas

Introduction

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

Challenges

- Poor ability to manage reach & frequency across CTV and digital channels
- Consumer ad avoidance / ad blindness

Solutions

- Performance-driven paid media
- Experimental / Innovation budgets
- First-party data mastery
- Privacy

Results

- More than 16 hours time savings each week using Mediaocean/Flashtalking
- 100-199% improvement in brand awareness
- 100-199% improvement in sales revenue
- More than 200% 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](#)