

Abt Electronics

Introduction

This case study of ABT Electronics is based on a September 2020 survey of MediaOcean customers by TechValidate, a 3rd-party research service.



“Scope gave us a single platform to grow and test new channels such as OTT and Amazon. Their data helped us make the right business decisions.”

Requirements

Media Channels:

- Connected TV
- Social

Key Features:

- Measurement (Transparent and centralized measurement across campaigns)
- Analysis (Integrated conversion data and analysis of media performance on business outcomes)

Company Profile

Company:
ABT Electronics

Industry:
Retail

Region:
AMS

Solutions

Product(s):

- Scope for closed ecosystems

Key benefits provided by MediaOcean:

- Impactful (Continual optimization of KPIs on a global basis for all stakeholders)

About MediaOcean

MediaOcean is the essential platform for omnichannel advertising. Processing \$150 billion in annual media spend, MediaOcean provides foundational software to connect brands, agencies, media, technology, and data. With AI and machine learning technology to control marketing investments and optimize business outcomes, MediaOcean enables end-to-end management of campaigns from planning, buying, and selling to analysis, invoices, and payments.

Learn More:

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Results

- MediaOcean increased efficiency 50-74%
- Marketing KPI's improved by 75%+