

# Buntin Group

## Introduction

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This case study of Buntin Group is based on an April 2023 survey of MediaOcean customers by TechValidate, a 3rd-party research service.



“I use MediaOcean Prisma for my media planning to easily access all my campaigns.”

## Challenges

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- Consumer ad avoidance / ad blindness

## Solutions

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

## Results

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- 5-8 hours or more time savings each week using MediaOcean/Flashtalking
- 26-49% improvement in brand awareness
- 26-49% improvement in sales revenue
- 100-199% improvement in campaign performance
- 50-99% 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](#)