

# Mindshare

## Introduction

---

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



“MediaOcean is a great tool for billing our clients and doing timesheets for compensation. Love it!”

## Challenges

---

- A lack of preparedness for cookieless future and other data deprecation relating to consumer privacy and walled garden behavior

## Solutions

---

- Performance-driven paid media

## Results

---

- Up to 2 hours or more time savings each week using MediaOcean/Flashtalking
- 50-99% improvement in brand awareness
- 50-99% improvement in sales revenue
- 100-199% 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](#)