

MSix

Introduction

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



“MediaOcean provides support through a responsive and friendly team. Compared to competitors, their platform checks off most boxes.”

Challenges

- Consumer ad avoidance / ad blindness
- Talent retention / access to expertise

Solutions

- Brand advertising
- Experimental / Innovation budgets
- Creative testing & analysis

Results

- 5-8 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](#)