

EssenceMediacom

Introduction

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

Challenges

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

Solutions

- Performance-driven paid media
- Brand advertising
- Measurement & attribution capabilities
- First-party data mastery

Results

- 3-4 hours or more time savings each week using MediaOcean/Flashtalking
- 100-199% improvement in brand awareness
- 50-99% improvement in sales revenue
- 100-199% improvement in campaign performance
- More than 200% 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:

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