

# Consumer Products Company

## Introduction

This case study of a large enterprise consumer products company is based on a September 2020 survey of MediaOcean customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“Solution oriented in a complex landscape. Solid product that performs well. Independency from media owners and agencies.”

## Requirements

Media Channels:

- Linear TV
- Connected TV
- Print
- Radio/audio
- OOH/DOOH
- Digital display/video
- Search
- Social
- Commerce

Key Features:

- Creative (Personalization of creative assets at scale and streamlined collaboration)
- Planning (Holistic planning tools for cross-media budget allocation, forecasting, and authorization)
- Measurement (Transparent and centralized measurement across campaigns)

## Solutions

Product(s):

- Lumina for cross-media planning and reporting

Key benefits provided by MediaOcean:

- Independent (No media ownership and neutral/open to provide transparency, controls, and auditability)
- Integrated (Unified planning and buying so that each layer of functionality is connected seamlessly and converged across all media channels to enable omnichannel advertising)
- Interoperable (Connected with supply, technology, and data partners across all media – including open and closed ecosystems – and supporting bi-directional data flow)

## Results

- MediaOcean increased efficiency 10-24%
- Marketing KPI's improved by 10-24%

### Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Region:  
**EMEA**

Industry:  
**Consumer Products**

### 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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