

# Performics

## Introduction

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This case study of Performics is based on a September 2020 survey of MediaOcean customers by TechValidate, a 3rd-party research service.



“I easily generate reports and get relevant targeting using Scope.”

## Requirements

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Media Channels:

- Digital display/video
- Search
- Social

Key Features:

- Audiences (Consistent and persistent definitions and deployment of audience segments)
- Measurement (Transparent and centralized measurement across campaigns)

## Solutions

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Product(s):

- Spectra for traditional media management
- Aura for time and cost management
- Media Finance for supply-chain auditing
- Scope for closed ecosystems

Key benefits provided by MediaOcean:

- Integrated (Unified planning and buying so that each layer of functionality is connected seamlessly and converged across all media channels to enable omnichannel advertising)
- Intelligent (Leveraging AI and ML to aggregate and interpret data and make decisions that will create efficiency and effectiveness)

## Results

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- MediaOcean increased efficiency 75%+
- Marketing KPI's improved by 75%+

### Company Profile

Company:  
**Performics**

Industry:  
**Professional Services**

Region:  
**APAC**

### 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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