mediaocean

Openmind

Introduction

This case study of Openmind is based on a September 2021 survey of Mediaocean customers by TechValidate, a 3rd-party research service.

> " "Very user friendly platform and completely customizable."

Requirements

Key Features:

- Audiences (Consistent and persistent definitions and deployment of audience segments)
- Creativity (Personalization of creative assets at scale and streamlined collaboration)
- Analysis (Integrated conversion data and analysis of media performance on business outcomes)

Company Profile

Company:
Openmind

Region:
Americas

Solutions

Products Used:

- Buyer Workflow (Prisma) for digital/omnichannel media management
- Estimates and Costs (Aura) for time and cost management

About Mediaocean

Mediaocean is powering a world where marketers market the way consumers consume – seamlessly across channels.

Learn More:

🔗 Mediaocean

Results

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

Source: Rebecca Terry, Marketing Professional, Openmind

✔ Validated   Published: Mar. 11, 2022   TVID: 7AA-376-F82