

Havas Media

Introduction

This case study of HAVAS MEDIA is based on an April 2023 survey of MediaOcean customers by TechValidate, a 3rd-party research service.



“We appreciate MediaOcean because it’s a tool that allows us to carry out work in an efficient and organized way. MediaOcean is constantly innovating.”

Challenges

- A lack of preparedness for cookieless future and other data deprecation relating to consumer privacy and walled garden behavior
- Decline in ability to measure campaign effectiveness on tech platforms and open web
- Poor ability to manage reach & frequency across CTV and digital channels

Solutions

- Experimental / Innovation budgets
- Measurement & attribution capabilities
- First-party data mastery
- Creative testing & analysis

Results

- 9-16 hours or more time savings each week using MediaOcean/Flashtalking
- 50-99% improvement in brand awareness
- 26-49% improvement in sales revenue
- 50-99% improvement in campaign performance
- 50-99% 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](#)