

Essence Mediacom

Introduction

This case study of Essence Mediacom 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
- Poor ability to manage reach & frequency across CTV and digital channels

Solutions

- Demand generation
- Brand advertising
- Experimental / Innovation budgets
- Creative testing & analysis

Results

- 3-4 hours or more time savings each week using MediaOcean/Flashtalking
- 50-99% improvement in brand awareness
- 50-99% 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](#)