MEDIAOCEAN CASE STUDY

Mindshare

Introduction

This case study of Mindshare is based on a May 2023 survey of Mediaocean customers by TechValidate, a 3rd-party research service.

> "Mediaocean does have a bit of a learning curve, but once properly trained, the tool is very intuitive."

Challenges

- A lack of preparedness for cookieless future and other data deprecation relating to consumer privacy and walled garden behavior
- Loss of access to third-party data

Solutions

- Performance-driven paid media
- Demand generation
- Brand advertising
- Measurement & attribution capabilities
- Automation
- First-party data mastery
- Creative testing & analysis

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

Results

- Up to 2 hours or more time savings each week using Mediaocean/Flashtalking
- Up to 25% improvement in brand awareness
- Up to 25% improvement in sales revenue
- Up to 25% improvement in campaign performance
- Up to 25% improvement in campaign efficiency

Source: Daniel Hammond, Marketing Director, Mindshare

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