

Healix Global

Introduction

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



“I rarely, if ever, experience bugs or crashing on this platform!”

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
- Consumer ad avoidance / ad blindness
- Talent retention / access to expertise

Solutions

- Performance-driven paid media
- Demand generation
- Experimental / Innovation budgets

Results

- 9-16 hours or more time savings each week using MediaOcean/Flashtalking
- 100-199% improvement in brand awareness
- 100-199% improvement in sales revenue
- 100-199% improvement in campaign performance
- 100-199% 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.

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