

# EssenceMediacom

## Introduction

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

## Challenges

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- 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
- Consumer ad avoidance / ad blindness

## Solutions

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- Experimental / Innovation budgets
- Automation
- First-party data mastery

## Results

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- 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

### 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](#)