

# Starcom/Publicis

## Introduction

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



“Easy to use and the interface is intuitive. When messaging the chat for support, the representatives are very helpful and able to solve my issues.”

## 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
- First-party data mastery

## Results

- 5-8 hours or more time savings each week using MediaOcean/Flashtalking
- 50-99% 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.

Learn More:

[MediaOcean](#)