

# Canvas Worldwide

## Introduction

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



“MediaOcean is an easy tool to use to manage your campaigns.”

## Challenges

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

## Solutions

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- Performance-driven paid media
- Experimental / Innovation budgets

## Results

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- 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.

Learn More:

[MediaOcean](#)