MEDIAOCEAN CASE STUDY

Group M

Introduction

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

> "Mediaocean serves a lot of different functions, and many companies are looking for a flexible, one size fits all solution. I have heard great reviews from my co-workers that use PRISMA."

Challenges

- Loss of access to third-party data
- Poor ability to manage reach & frequency across CTV and digital channels
- Consumer ad avoidance / ad blindness

Solutions

- Performance-driven paid media
- First-party data mastery
- Privacy
- 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

- 3-4 hours or more time savings each week using Mediaocean/Flashtalking
- 26-49% improvement in brand awareness
- 26-49% improvement in sales revenue
- 26-49% improvement in campaign performance
- 26-49% improvement in campaign efficiency

Source: Leonid Pershits, Purchasing Professional, GroupM