

Starcom

Introduction

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



“We appreciate MediaOcean because it’s easy to navigate, linked to DCM, and has helpful & responsive representatives.”

Challenges

- Decline in ability to measure campaign effectiveness on tech platforms and open web
- Poor ability to manage reach & frequency across CTV and digital channels

Solutions

- Performance-driven paid media
- Measurement & attribution capabilities
- First-party data mastery

Results

- 5-8 hours or more time savings each week using MediaOcean/Flashtalking
- Up to 25% improvement in brand awareness
- Up to 25% improvement in sales revenue
- 26-49% improvement in campaign performance
- 26-49% 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:

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