

# Critical Mass

## Introduction

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



“MediaOcean’s team members are wonderful people to work with.”

## 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

## Solutions

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- Demand generation
- Brand advertising
- Measurement & attribution capabilities
- Automation
- Creative testing & analysis

## Results

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- 9-16 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
- 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](#)