

EssenceMediacom

Introduction

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



“I would recommend MediaOcean to others. This platform helps you streamline the advertising workflow from planning and buying to invoicing and then to payments. It is very easy to navigate.”

Challenges

- A lack of preparedness for cookieless future and other data deprecation relating to consumer privacy and walled garden behavior
- Poor ability to manage reach & frequency across CTV and digital channels
- Consumer ad avoidance / ad blindness

Solutions

- Brand advertising
- Experimental / Innovation budgets
- Measurement & attribution capabilities
- Creative testing & analysis

Results

- 5-8 hours or more time savings each week using MediaOcean/Flashtalking
- 100-199% improvement in brand awareness
- 26-49% improvement in sales revenue
- 26-49% improvement in campaign performance
- 50-99% 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](#)