

IPG Health/Initiative

Introduction

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



“MediaOcean makes finances and planning easy. All edits are quickly made and sent out to partners clearly.”

Challenges

- Loss of access to third-party data
- Poor ability to manage reach & frequency across CTV and digital channels

Solutions

- Performance-driven paid media
- Brand advertising
- Measurement & attribution capabilities
- Identity
- Privacy
- Creative testing & analysis

Results

- 9-16 hours or more time savings each week using MediaOcean/Flashtalking
- 50-99% improvement in brand awareness
- More than 200% improvement in sales revenue
- 100-199% improvement in campaign performance
- More than 200% 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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