

MediaCom

Introduction

This case study of MediaCom is based on a September 2021 survey of Mediaocean customers by TechValidate, a 3rd-party research service.

Requirements

Key Features:

- Audiences (Consistent and persistent definitions and deployment of audience segments)
- Planning (Holistic planning tools for cross-media budget allocation, forecasting, and authorization)
- Measurement (Transparent and centralized measurement across campaigns)
- Analysis (Integrated conversion data and analysis of media performance on business outcomes)
- Insights (Brand insights and media intelligence surfaced from multiple channels)
- Optimization (In-flight optimizations and budget reallocations powered by AI/ML)
- Reporting (Reporting throughout entire workflow to understand movement of money)

Solutions

Products Used:

- Buyer Workflow (Prisma) for digital/omnichannel media management
- Media Finance (Ignitia) for media and creative financials

Results

- Mediaocean increased efficiency by 25-49%
- Marketing KPI's improved by 10-24%

Company Profile

Company:
MediaCom

Region:
Americas

About Mediaocean

Mediaocean is powering a world where marketers market the way consumers consume – seamlessly across channels.

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