

Xaxis

Introduction

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

Challenges

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

Solutions

- Experimental / Innovation budgets
- Automation
- Identity
- First-party data mastery

Results

- Up to 2 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.

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