

# Mindshare

## Introduction

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



“We appreciate MediaOcean because it is very user-friendly.”

## Challenges

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- Consumer ad avoidance / ad blindness

## Solutions

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- Identity
- Privacy

## Results

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- 3-4 hours or more time savings each week using MediaOcean/Flashtalking
- 50-99% improvement in brand awareness
- 50-99% improvement in sales revenue
- 50-99% 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](#)