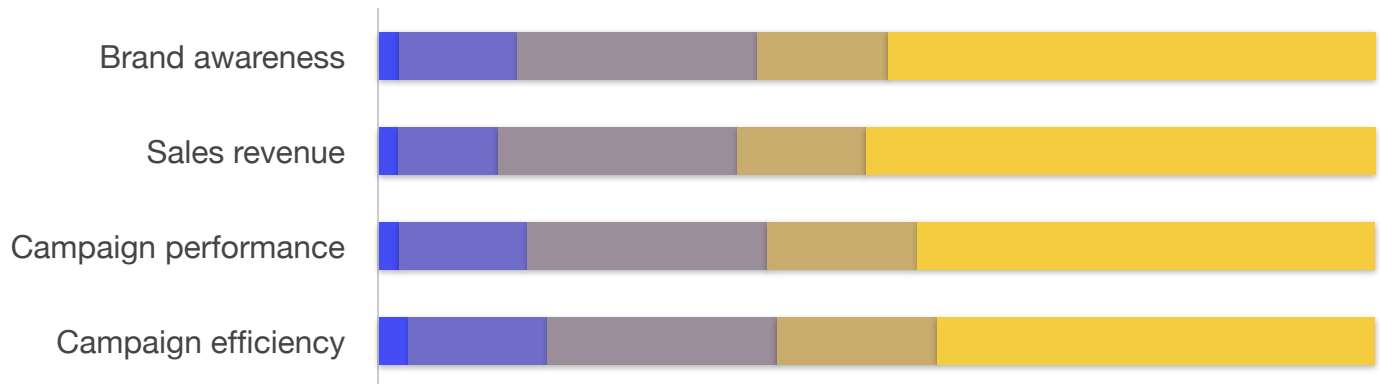# Advertising Campaign Effectiveness

Improvement in KPIs using Mediaocean and Flashtalking

■ More than 200%　■ 100% to 199%　■ 50% to 99%　■ 26% to 49%　■ Up to 25%

Brand awareness

Sales revenue

Campaign performance

Campaign efficiency

Source: TechValidate survey of 615 users of Mediaocean

● mediaocean　|　TechValidate by SurveyMonkey

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