

The Forrester Total Economic Impact: Proving the Benefits of MediaMath's Omnichannel Media-Buying

To help marketers understand the financial benefits of omnichannel media-buying, MediaMath enlisted Forrester Consulting to qualify the value of the MediaMath platform for omnichannel media-buying.

FORRESTER[®]

Performance

"We were working with a company that had a bunch of other DSPs before we came along with MediaMath. We reduced their cost per acquisition by 3x in less than a month. They were thrilled."

— CEO, interviewed agency

MediaMath helps marketers have a consistent conversation with their customers and prospects across all digital touchpoints and we believe omnichannel media buying is the most efficient way to have customer-centric marketing. We commissioned Forrester Consulting to interview our clients to examine the qualitative and quantitative effects of omnichannel marketing. Through four customer interviews, Forrester concluded that clients using MediaMath's platform for omnichannel buying increased return on investment by **534%** and doubled return on ad spend.

“

Consolidation, budget allocation, and reallocation is one of the biggest benefits [of MediaMath]. Before we were forced to spend budget on channels that don't perform as well. Now moving budget between those channels is very easy.

Interviewed agency

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Key Takeaways



Increased ROI by 534%



Doubled return on ROAS spend



Increased profitability by 80%



Improved customer experiences through sequential messaging



Maximized operational efficiency by 30%



Improved CPA by 5 times

Omnichannel

"Our clients who use MediaMath the right way are able to tell the right sequence of story, so their customers are getting the best experience and taking the right actions."

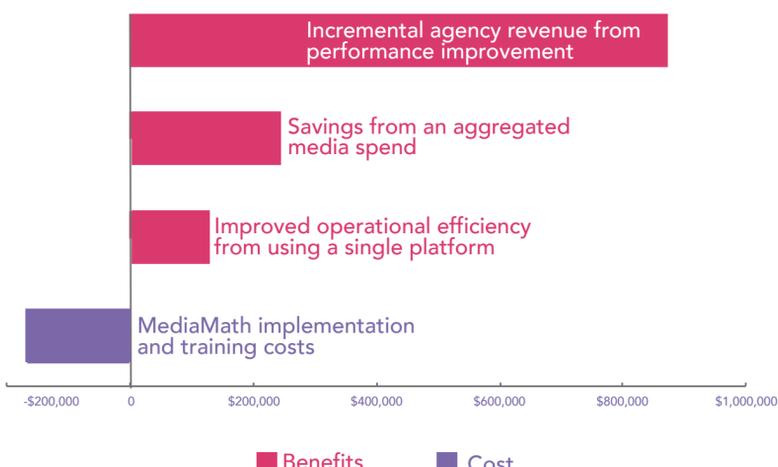
— Interviewed agency

Cost Breakdown

Cost
\$165,000

Benefits
\$1,246,374

Net Present Value
\$840,664



Over a 3-year analysis

Learn more on how our omnichannel platform drives business results, at:

<http://www.mediamath.com/blog/resource/learn-how-our-omnichannel-platform-drives-business-results/>