



# Connect with MediaMath

Mediaocean and MediaMath have partnered to integrate programmatic capabilities directly into Prisma – Mediaocean’s digital media management platform.

## About MediaMath

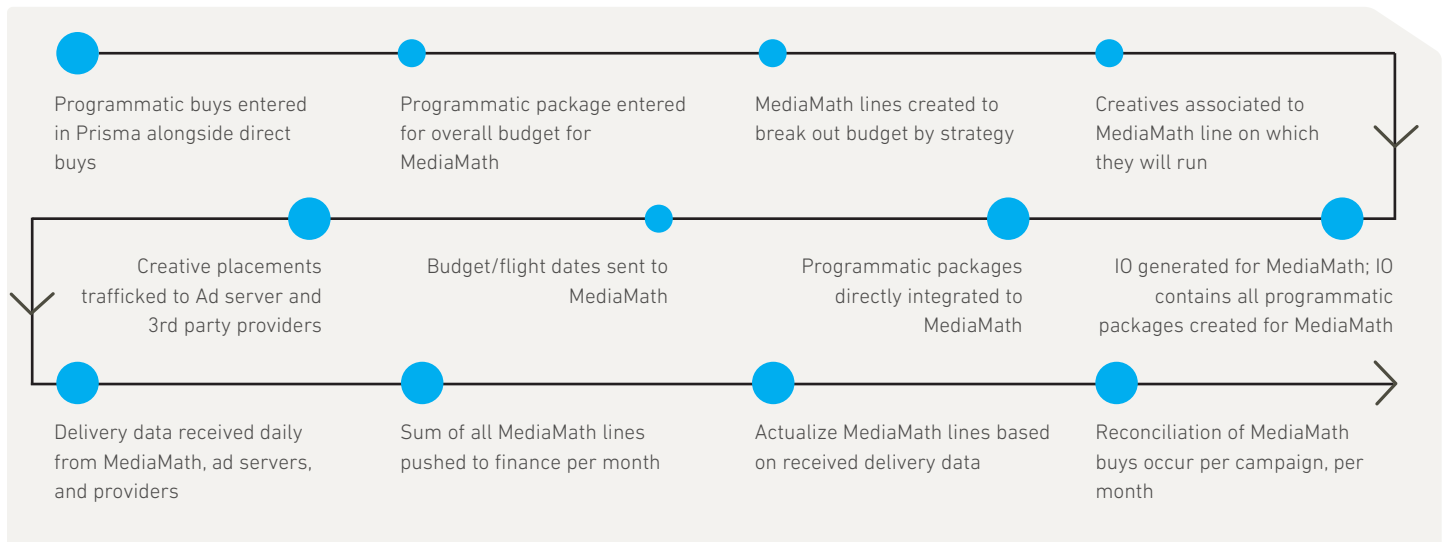
MediaMath’s technology and services help brands and their agencies drive business outcomes through programmatic marketing. MediaMath believes that good advertising is customer-centric, delivering relevant and meaningful marketing experiences across channels, formats and devices. Powered by advanced machine learning algorithms that buy, optimize and report in real time, the MediaMath platform gives sophisticated marketers access to first-, second- and third-party data and trillions of digital impressions across every media channel. Clients are supported by solutions and services experts that make it simple to activate MediaMath technology.

The Prisma and MediaMath integration allows agency buyers to execute programmatic campaigns right alongside direct publishers in their media plans. This eliminates time spent on manual and dual entry between systems and reduces data inaccuracies.

### INTEGRATION BENEFITS SUMMARY

- Ability to execute transparent programmatic spend as part of Prisma media plan
- Consolidates business and performance reporting across all channels and partners
- Saves time collating campaign data from multiple data sources
- Simplifies and expedites billing reconciliation
- Reduces manual-prone data errors and risk of over spending

## Prisma-MediaMath Workflow



To learn more about the partnership, please contact [programmatic@mediaocean.com](mailto:programmatic@mediaocean.com).

