



4C CASE STUDY

# Dentsu Mobius Media

## Introduction

This case study of Dentsu Mobius Media is based on a July 2016 survey of 4C customers by TechValidate, a 3rd-party research service.

“The 4C team is extremely responsive to issues that arise and help to fix them as quickly as possible. The tool itself is simple to use. Its effectiveness in improving our social advertising investment is second to none.”

## Challenges

Top reasons for choosing 4C:

- Comprehensiveness of major publishers and geographies
- Convergence between TV and social
- Innovation of unique first-to-market offerings
- Insights into data science and analytics
- Service of responsive and knowledgeable client support personnel

## Use Case

Key media and advertising objectives:

- App installs
- Online sales
- Reach/frequency
- Social engagement (likes, retweets, repins, shares, comments, etc.)
- Video views

## Results

Improvements in advertising results from 4C:

- Brand awareness increased over 10%
- Engagement rate increased over 10%
- Lead volume increased over 10%
- Sales revenue increased over 10%

Realized a return on investment in less than 3 months after signing with 4C.

Saves more than 10 hours per week.

### Company Profile

Company:  
**Dentsu Mobius Media**

Company Size:  
**Large Enterprise**

Key Vertical:  
**Gaming**

### About 4C

4C is a global leader in data science and media technology with solutions for multi-screen convergence. Brands, agencies, and media owners rely on 4C to improve effectiveness across channels and devices.

**Learn More:**

[4C](#)

[4C](#)

Source: Giles Henderson, Head of Distribution, Dentsu Mobius Media

Research by **TechValidate**  
by SurveyMonkey

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