Coegi

Introduction

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

> "Our representative always responds in a timely manner and always has great information. 4C is constantly updating new innovations that we can't wait to try."

Challenges

Top reasons for choosing 4C:

- Comprehensiveness of major publishers and geographies
- Insights into data science and analytics
- Service of responsive and knowledgeable client support personnel

Use Case

Key media and advertising objectives:

- Awareness/branding
- Offline sales
- Online sales
- Reach/frequency
- Social engagement (likes, retweets, repins, shares, comments, etc.)
- Video views
- Website clicks
- Website conversions

Results

Improvements in advertising results from 4C:

- Brand awareness increased up to 9%

Saves more than 1 hour per week.

Company Profile

Company:
Coegi

Company Size:
Small Business

Key Vertical:
eCommerce

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: Meghan Gampper, Account Manager, Coegi