



Performics

Introduction

This case study of Performics is based on a May 2017 survey of 4C Social customers by TechValidate, a 3rd-party research service.

“4C gives us power in targeting and lets us really hit the most qualified segments with their syncing capabilities, affinities, target sets, etc. Not to mention the great support we receive on a daily basis from our reps.”

Challenges

Top reasons for choosing 4C:

- Reducing workflow inefficiency in day-to-day tasks
- Advancing audience targeting with unique datasets
- Accessing innovative social advertising capabilities
- Gaining audience and performance insight across multiple social networks

Key media and advertising objectives:

- Website clicks
- Website conversions
- Video views

Use Case

4C features and functionalities used:

- Publishers managed with 4C:
 - Facebook
 - Instagram
 - Twitter
 - Pinterest
- Features currently deployed:
 - Social Sync: TV / Sport / Weather triggers
 - 4C Affinities
 - 4C Target Sets
 - Cross-Publisher Summary
 - Smart Groups
 - Naming Conventions
 - Labels
 - Report Center
 - Alerts
 - Bulk Sheets
 - Target Sets

Results

Improvements in advertising results from 4C:

- Brand awareness increased over 50%
- Engagement rate increased over 50%
- Lead volume increased over 100%
- Sales revenue increased over 10%

Saved 5-8 hours per week by using 4C.

Company Profile

Company:
Performics

Company Size:
Medium Enterprise

Industry:
Professional Services

About 4C Social

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](#)

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