



Merkle

Introduction

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



“[The] customer service is great! My reps are very attentive.”

Challenges

Top reason for choosing 4C:

- Accessing innovative social advertising capabilities

Key media and advertising objectives:

- Awareness / branding
- App installs

Use Case

4C features and functionalities used:

- Publishers managed with 4C:
 - Facebook
 - Instagram
 - Twitter
- Features currently deployed:
 - Social Sync: TV / Sport / Weather triggers
 - 4C Affinities
 - 4C Target Sets
 - Smart Groups
 - Report Center
 - Bulk Sheets

Results

Saved 1-2 hours per week by using 4C

Company Profile

Company:
Merkle

Company Size:
Medium Enterprise

Industry:
Computer 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:

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