



# Essence Digital UK

## Introduction

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

“What I like most is that the 4C team are hungry for product feedback and move quickly to have features built in response to requests. Specifically, I’ve seen the DS integration, naming conventions, UTM templates, and DCM metrics in Rules Based Optimisation all added off the back of feedback that I’ve provided.”

## 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
- Key media and advertising objectives:
  - Online sales
  - Brand lift

## Use Case

4C features and functionalities used:

- Publishers managed with 4C:
  - Facebook
  - Instagram
  - Snapchat
  - LinkedIn
- Features currently deployed
  - 4C Affinities
  - 4C Target Sets
  - Cross-Publisher Summary
  - Smart Groups
  - Naming Conventions
  - Labels
  - Reach & Frequency Optimizer
  - Alerts
  - Rules-Based Optimization
  - In-line Quick Editing
  - Target Sets

## Results

Improvement in advertising results with 4C:

- Brand awareness increased by 10%
- Sales revenue increased by 10%

Saved more than 16 hours per week by using 4C.

### Company Profile

Company:  
**Essence Digital UK**

Company Size:  
**Medium Enterprise**

Industry:  
**Media & Entertainment**

### 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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