



4C CASE STUDY

United Nations

Introduction

This case study of United Nations is based on an August 2016 survey of 4C customers by TechValidate, a 3rd-party research service.



“What I like most is the reach and the kind of data we receive from Teletrax. A lot of details we wouldn't be able to retrieve on our own.”

Challenges

Top reasons for choosing 4C/Teletrax:

- Comprehensiveness of all major channels and countries
- Insights into data and science analytics
- Service of responsive and knowledgeable client support personnel

Use Case

Key objectives for TV monitoring:

- Client renewals
- Content monetization
- Editorial Analysis
- Reach and performance analysis

Results

Realized a return on investment in less than 6 months after signing with 4C/Teletrax.

Organization Profile

Organization:
United Nations

Organization Size:
State & Local

Key Vertical:
News

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: Paula Harrington, Content Creator, United Nations

Research by **TechValidate**
by SurveyMonkey

✓ Validated Published: Aug. 22, 2016 TVID: 228-FF0-16F