4C SOCIAL CASE STUDY

ZenithOptimedia

Introduction

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

> "The reporting center is crucial to putting together multiple ad manager accounts into one report."

Challenges

Top reasons for choosing 4C:

- Advancing audience targeting with unique datasets
- Accessing innovative social advertising capabilities
- Gaining audience and performance insight across multiple social networks
- Connecting TV and social activity to converge marketing channels into seamless consumer experiences

Key media and advertising objectives:

- Website clicks
- Awareness / branding
- Engagement (likes, retweets, repins, shares, comments, etc.)
- Reach / frequency

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
  - Report Center

Results

Improvement in advertising results from 4C:

- Brand awareness increased over 10%
- Engagement rate increased over 10%

Saved 3-4 hours per week by using 4C.

Company Profile

Company:
ZenithOptimedia

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:

4C

4C Social

Source: Stephan Nunez, Campaign Manager, ZenithOptimedia

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Research by TechValidate by SurveyMonkey