



# Case Study: The Grommet

## Introduction

This case study of The Grommet is based on a October 2015 survey of 4C Social Ads customers by TechValidate, a 3rd-party research service.



“4C has improved The Grommet’s ability to scale Pinterest Ads, helping Pinterest users discover the small Maker and new to market products The Grommet supports.”

“Since starting with 4C, we have increased sessions 180% and orders over 270%. 4C has been essential to supporting that growth, allowing us to efficiently optimize and build out our campaigns.”

## Challenges

- Top reasons for choosing 4C Social Ads:
  - Innovation
  - Simplicity
- Main benefits expected from 4C:
  - Time savings
  - Generate a higher return-on-investment
  - Innovative social advertising features
- Key campaign objectives:
  - Website conversions
  - Online sales
  - Cost/Order

## Use Case

- Social media publisher managed through 4C:
  - Pinterest
- 4C features deployed:
  - Quick editing
  - Keyword-level results

## Results

- Improved the following metrics with 4C:
  - Lead volume increased over 200%
  - Sales revenue increased over 200%
- Saved 9 – 16 hours per week

### Company Profile

Company:  
**The Grommet**

Company Size:  
**Small Business**

Key Vertical:  
**Retail**

### 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.

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