



# Case Study: Shutterfly

## Introduction

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

“Why 4C? “The simplicity to create, change, optimize, and analyze my Pinterest ads.”

## Challenges

- Top reasons for choosing 4C Social Ads:
  - Service
  - Simplicity
  - Easiest way to optimize Pinterest ads
- Main benefits expected from 4C:
  - Time savings
  - Generate higher return-on-investment
  - Innovative social advertising features
  - Advanced targeting
- Key campaign objectives:
  - Website clicks
  - Website conversions
  - Awareness/branding
  - Online sales
  - Engagement (likes, retweets, repins, shares, comments, etc.)

## Use Case

- Managed Pinterest ads through 4C
- 4C features deployed:
  - Bulk creation
  - Smart Groups
  - Report Center

## Results

- Improved the following metrics with 4C:
  - Brand awareness increased over 50%
  - Engagement rate increased over 50%
  - Sales revenue increased over 50%
- Saved 3 – 4 hours per week

### Company Profile

Company:  
**Shutterfly, Inc.**

Company Size:  
**Medium Enterprise**

Key Vertical:  
**eCommerce**

### 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](#)

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