



4C CASE STUDY

Genartmedya

Introduction

This case study of Genartmedya is based on a July 2016 survey of 4C customers by TechValidate, a 3rd-party research service.



“I can provide and imagine more genius and successful social ads for my clients. Emoji targeting is a great key to touch users’ emotions and daily behaviors in real time.”

Challenges

Top reason for choosing 4C:

- Insights into data science and analytics

Use Case

Key media and advertising objectives:

- App installs
- Online sales
- Reach/frequency
- Website conversions

Results

Improvements in advertising results from 4C:

- Brand awareness increased over 50%
- Engagement rate increased over 100%
- Lead volume increased up to 9%
- Sales revenue increased over 10%

Realized a return on investment in less than 3 months after signing with 4C.

Saves more than 1 hour per week.

Company Profile

Company:
Genartmedya

Company Size:
Medium Enterprise

Key Vertical:
Finance

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](#)

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Source: Zuberyr Kavik, Account Manager, Genartmedya

✓ Validated

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Research by

TechValidate
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