



Case Study: Booyah Online Advertising

Introduction

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

“I like 4C’s streamlined workflow.”

Challenges

- Top reason for choosing 4C Social Ads:
 - Simplicity
- Main benefits expected from 4C:
 - Time savings
 - Innovative social advertising features
- Key campaign objective:
 - Website conversions

Use Case

- Social media publisher managed through 4C:
 - Pinterest
- 4C features deployed:
 - Bulk creation
 - Smart Groups
 - Report Center
 - Keyword-level results

Results

- Improved the following metrics with 4C:
 - Brand awareness increased over 10%
 - Engagement rate increased over 50%
 - Lead volume increased over 10%
 - Sales revenue increased up to 9%
- Saved 3 – 4 hours per week

Company Profile

Company:
Booyah Online Advertising

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.

Learn More:

[4C](#)

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Source: Calvin Truong, Media Buyer, Booyah Online Advertising

Research by **TechValidate**
by SurveyMonkey

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