# ZenithOptimedia

## Introduction

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

> " The reporting is great, being able to converge many different ad accounts into one report is a life saver. Also, the customer service and knowledge that our 4C representative has is the best."

## Challenges

Top reasons for choosing 4C:

- Comprehensiveness of major publishers and geographies
- Convergence between TV and social
- Innovation of unique first-to-market offerings
- Insights into data science and analytics
- Service of responsive and knowledgeable client support personnel

## Use Case

Key media and advertising objectives:

- App installs
- Awareness/branding
- Offline sales
- Reach/frequency
- Social engagement (likes, retweets, repins, shares, comments, etc.)
- Video views
- Website clicks
- Website conversions

## Results

Improvements in advertising results from 4C:

- Brand awareness increased over 50%
- Engagement rate increased over 50%

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

Saves more than 10 hours per week.

### Company Profile

Company:
**ZenithOptimedia**

Company Size:
**Medium Enterprise**

Key Vertical:
**Consumer Packaged Goods**

### 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

 4C

Source: Stephan Nunez, Campaign Manager, ZenithOptimedia