



Case Study: eBay

Introduction

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

“I like 4C’s willingness to try new methods to increase ROI, and the availability of staff to always answer questions and concerns. It’s been an incredible partnership.”

Challenges

- Top reasons for choosing 4C Social Ads:
 - Service
 - Innovation
 - Simplicity
- Main benefit expected from 4C:
 - Time savings
 - Generate higher return-on-investment
 - Innovative social advertising features
- Key campaign objectives:
 - Website clicks
 - Website conversions
 - Online sales
 - Engagement (likes, retweets, repins, shares, comments, etc.)

Use Case

- Managed Pinterest through 4C
- 4C features deployed:
 - 4C Affinities
 - Smart Groups
 - Keyword-level results

Results

- Improved the following metrics with 4C:
 - Brand awareness increased over 100%
 - Engagement rate increased over 100%
- Saved 9 – 16 hours per week
- Realized return on their investment within first 3 months after implementing 4C.

Company Profile

Company:
eBay

Company Size:
Global 500

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:

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