



Case Study: VivaKi

Introduction

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

“4C is easy to use.”

Challenges

- Top reasons for choosing 4C Social Ads:
 - Innovation
 - Simplicity
- Main benefits expected from 4C:
 - Time savings
 - Innovative social advertising features
- Key campaign objectives:
 - Website clicks
 - Awareness/branding
 - Reach/frequency

Use Case

- Social media publisher managed through 4C:
 - Facebook
- 4C features deployed:
 - 4C Audiences
 - Keyword-level results

Results

- Improved the following metrics with 4C:
 - Brand awareness increased over 100%
 - Engagement rate increased over 200%
 - Lead volume increased over 100%
 - Sales revenue increased over 100%
- Saved 3 – 4 hours per week

Company Profile

Company:
Vivaki UK

Company Size:
Large Enterprise

Key Vertical:
Consumer Electronics

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](#)

[4C Social](#)

Source: Varun Sharma, Campaign Manager, VivaKi

Research by **TechValidate**
by SurveyMonkey

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