



Case Study: Zulily

Introduction

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



“I liked being able to see the actual creative images in the UI without having to click on a specific link. The UI was also very easy to sort and filter through data.”

Challenges

- Needed to manage promoted pins on Pinterest
- Main benefits expected from 4C:
 - Time savings
 - Generate a higher return-on-investment
 - Innovative social advertising features
 - Advanced targeting
- Key campaign objectives:
 - Website conversions
 - App installs

Use Case

- Managed Pinterest ads through 4C
- 4C features deployed:
 - Bulk creation
 - Smart Groups
 - Report Center
 - Quick editing
 - Keyword-level results

Results

- Improved the following metrics with 4C:
 - Brand awareness increased over 50%
 - Engagement rate increased over 50%
 - Lead volume increased over 10%
 - Sales revenue increased over 10%
- Saved 1 – 2 hours per week

Company Profile

Company:
Zulily

Company Size:
Medium Enterprise

Key Vertical:
eCommerce

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: Allie Barner, Media Specialist, Zulily

Research by **TechValidate**
by SurveyMonkey

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