



Case Study: Resolution Media

Introduction

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

“The bulk editing and copy/paste features have saved me a ton of time when rotating creative on a monthly basis. It allows for multiple ad/post creation, which typically is very manual if done directly within Power Editor or the Twitter Ads UI. I also very much enjoy the targeting sets and how easy it is to apply to current or new ad sets.”

Challenges

- Top reasons for choosing 4C Social Ads:
 - Centralization
 - Service
 - Simplicity
- Main benefit expected from 4C:
 - Time savings
 - Innovative social advertising features
 - Advanced targeting
- Key campaign objectives:
 - Website clicks
 - Website conversions
 - Video views

Use Case

- Social media publishers managed through 4C:
 - Facebook
 - Twitter
 - Instagram
- 4C features deployed:
 - 4C Affinities
 - Bulk creation
 - 4C Audiences
 - Quick editing
 - Sentiment analysis

Results

- Improved the following metrics with 4C:
 - Brand awareness increased over 10%
 - Engagement rate increased over 10%
- Saved 3 – 4 hours per week

Company Profile

Company:
Resolution Media

Company Size:
Medium Enterprise

Key Vertical:
Automotive

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.

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