



Resolution Media

Introduction

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



“Customer service is the top reason why I would recommend 4C to a client. They are very responsive, open to feedback, reacts quickly to bugs and errors, and make time for every client to learn about the objectives and determine the best solution.”

Challenges

Top reasons for choosing 4C:

- Comprehensiveness of major publishers and geographies
- Innovation of unique first-to-market offerings
- Service of responsive and knowledgeable client support personnel

Use Case

Key media and advertising objectives:

- Awareness/branding
- Attitudinal Lift (Purchase Intent, Innovation Lift, etc)

Results

Improvements in advertising results from 4C:

- Engagement rate increased over 50%

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

Saves more than 6 hours per week.

Company Profile

Company:
Resolution Media

Company Size:
Medium Enterprise

Key Vertical:
Consumer Electronics

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](#)