



# Case Study: Craftsy

## Introduction

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

“I like 4C’s ability to create pins in bulk within the ‘content manager’ section of the tool.”

## Challenges

- Top reason for choosing 4C Social Ads:
  - Simplicity
- Main benefits expected from 4C:
  - Time savings
  - Generate a higher return-on-investment
- Key campaign objective:
  - Online sales

## Use Case

- Social media publisher managed through 4C:
  - Pinterest
- 4C features deployed:
  - Bulk creation
  - Smart Groups
  - Report Center
  - Quick editing
  - Keyword-level results

## Results

- Improved the following metrics with 4C:
  - Lead volume increased up to 9%
  - Sales revenue increased up to 9%
- Saved 9 – 16 hours per week

### Company Profile

Company:  
**Craftsy**

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](#)

[4C Social](#)

Source: Carrie Kaufman, Marketing Manager, Craftsy

Research by **TechValidate**  
by SurveyMonkey

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