Case Study: Merkle

Introduction

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

> " "I like how the reps are very responsive when an issue arises. Also, if there is a feature that is unique to your business need, they will do everything they can to make sure that tool is available."

Challenges

- Top reasons for choosing 4C Social Ads:
  - Data science
  - Centralization
  - Service
  - Simplicity
- Main benefits expected from 4C:
  - Time savings
  - Generate higher return-on-investment
  - Innovative social advertising features
  - Advanced targeting
- Key campaign objectives:
  - Website clicks
  - Website conversions
  - Engagement (likes, retweets, repins, shares, comments, etc.)
  - Reach/frequency

Use Case

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

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 3 – 4 hours per week

Company Profile

Company:
Merkle

Company Size:
Medium Enterprise

Key Vertical:
Retail

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:

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Source: Daniel Kuzio, Social Media Specialist, Merkle