Zenithoptimedia

Introduction

This case study of Zenithoptimedia is based on a May 2017 survey of 4C Social customers by TechValidate, a 3rd-party research service.

> "[4C is] saving my time."

Challenges

Top reason for choosing 4C:

- Generating a higher return-on-investment (ROI) from social ad spend

Key media and advertising objective:

- Website conversions

Use Case

4C features and functionalities used:

- Publishers managed with 4C:
    - Facebook
    - Instagram
    - Twitter
- Features currently deployed:
    - 4C Target Sets
    - Reach & Frequency Optimizer

Results

Improvement in advertising results with 4C:

- Brand awareness increased over 10%
- Engagement rate increased over 50% t
- Lead volume increased up to 9%

Saved 5-8 hours per week by using 4C.

Company Profile

Company:
Zenithoptimedia

Company Size:
Large Enterprise

Industry:
Media & Entertainment

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: Inyoman Satrya, Media Specialist, Zenithoptimedia

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Research by **TechValidate** by SurveyMonkey