



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.

“4C provides an easy-to-use holistic platform which makes managing any portfolio of accounts much simpler. Paired with exceptional product management, 4C is the most powerful platform in the market.”

Challenges

Top reasons for choosing 4C:

- Comprehensiveness of major publishers and geographies
- Convergence between TV and social
- Innovation of unique first-to-market offerings
- Insights into data science and analytics
- Service of responsive and knowledgeable client support personnel
- Exceptional account representatives who are more than willing to help in any way.

Use Case

Key media and advertising objectives:

- Awareness/branding
- Offline sales
- Online sales
- Reach/frequency
- Social engagement (likes, retweets, repins, shares, comments, etc.)
- Video views
- Website clicks
- Website conversions

Results

Improvements in advertising results from 4C:

- Brand awareness increased over 50%
- Lead volume increased over 50%
- Sales revenue increased over 50%

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

Saves more than 10 hours per week with 4C.

Company Profile

Company:
Resolution Media

Company Size:
Medium Enterprise

Key Vertical:
Consumer Packaged Goods

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](#)

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