



Coegi

Introduction

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

“I like that 4C has a user-friendly interface and that it allows you to implement comprehensive marketing strategies that other platforms do not offer.”

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

Use Case

Key media and advertising objectives:

- Reach/frequency
- Social engagement (likes, retweets, repins, shares, comments, etc.)
- Website clicks
- Website conversions

Results

Improvements in advertising results from 4C:

- Brand awareness increased over 50%
- Engagement rate increased over 10%
- Lead volume increased over 50%
- Sales revenue increased over 10%

Saves more than 3 hours per week with 4C.

Company Profile

Company:
Coegi

Company Size:
Small Business

Key Vertical:
Government

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](#)