



Mindshare

Introduction

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



“[4C has] unique features such as TV / Sports / Weather sync and Reach and Frequency optimizer, customer service / quick help, and data consolidation.”

Challenges

Top reasons for choosing 4C:

- Accessing innovative social advertising capabilities
- Connecting TV and social activity to converge marketing channels into seamless consumer experiences

Key media and advertising objectives:

- Awareness / branding
- Offline sales

Use Case

4C features and functionalities used:

- Publishers managed with 4C:
 - Facebook
 - Instagram
 - Twitter
 - Pinterest
- Features currently deployed:
 - Social Sync: TV / Sport / Weather triggers
 - Smart Groups
 - Report Center
 - Reach & Frequency Optimizer
 - Target Sets

Company Profile

Company:
MindShare

Company Size:
Medium Enterprise

Industry:
Professional Services

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](#)

Results

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