Case Study: SMG Convonix

Introduction

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

> " I like 4C's Affinity targeting."

Challenges

- Top reasons for choosing 4C Social Ads:
  - Data science
  - Centralization
- Main benefits expected from 4C:
  - Time savings
  - Advanced targeting
- Key campaign objectives:
  - Website clicks
  - Awareness/branding
  - Reach/frequency

Use Case

- Social media publishers managed through 4C:
  - Facebook
  - Instagram
- 4C features deployed:
  - 4C Affinities
  - Bulk creation
  - Report Center
  - 4C Audiences
  - Sentiment analysis

Results

- Improved the following metrics with 4C:
  - Brand awareness increased up to 9%
  - Engagement rate increased over 10%
- Saved 1 – 2 hours per week

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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