



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

Company Profile

Company:
SMG Convonix

Company Size:
Large Enterprise

Key Vertical:
Consumer Packaged Goods

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](#)

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Research by **TechValidate**
by SurveyMonkey

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