Case Study: Starcom

Introduction

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

> " I like 4C's speed in first to market opportunities."

Challenges

- Top reasons for choosing 4C Social Ads:
  - Centralization
  - Service
- Main benefits expected from 4C:
  - Time savings
  - Generate higher return-on-investment
  - Innovative social advertising features
  - Advanced targeting
- Key campaign objective:
  - Awareness/branding

Use Case

- Social media publishers managed through 4C:
  - Facebook
  - Twitter
  - LinkedIn
- 4C features deployed:
  - 4C Affinities
  - Bulk creation
  - Smart Groups
  - Report Center
  - 4C Audiences
  - Quick editing
  - Keyword-level results

Company Profile

Company:
Starcom

Company Size:
Large Enterprise

Key Vertical:
Toys

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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Results

- Increased brand awareness increased over 50% with 4C

Source: Manya Kopelovich, Media Director, Starcom