



Case Study: Optimedia

Introduction

This case study of Optimedia International US Inc 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, Smartgroups, and Left-hand Navigation.”

Challenges

- Top reasons for choosing 4C Social Ads:
 - Data science
 - Centralization
 - Service
 - Innovation
- Main benefits expected from 4C:
 - Time savings
 - Innovative social advertising features
 - Advanced targeting
- Key campaign objectives:
 - Website clicks
 - Website conversions
 - Awareness/branding
 - Engagement (likes, retweets, repins, shares, comments, etc.)
 - Reach/frequency
 - Video views

Use Case

- Social media publishers managed through 4C:
 - Facebook
 - Twitter
 - LinkedIn
 - Pinterest
 - Instagram
- 4C features deployed:
 - 4C Affinities
 - Bulk creation
 - 4C Audiences
 - Quick editing

Results

- Increased engagement rate increased over 10% with 4C
- Saved 3 – 4 hours per week

Company Profile

Company:
Optimedia International US Inc

Company Size:
Large Enterprise

Key Vertical:
Technology

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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