



Case Study: MediaVest Worldwide

Introduction

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

“It’s the people at 4C that make the company so valuable in my eyes. They are simply great at what they do, and make the activation of social media campaigns a breeze.”

Challenges

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

Use Case

- Social media publishers managed through 4C:
 - Facebook
 - Twitter
- 4C features deployed:
 - 4C Affinities
 - 4C Audiences
 - Sentiment analysis

Results

- Improved the following metrics with 4C:
 - Brand awareness increased over 50%
 - Engagement rate increased over 50%
- Saved more than 16 hours per week
- Realized return on investment within first 3 months after implementing 4C

Company Profile

Company:
MediaVest Worldwide

Company Size:
Medium 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](#)

[4C Social](#)