



4C CASE STUDY

Socialyse

Introduction

This case study of Socialyse USA is based on a July 2016 survey of 4C customers by TechValidate, a 3rd-party research service.



“The user interface is very intuitive and easy to use. I also find the targeting tools to be highly effective.”

Challenges

Top reasons for choosing 4C:

- Comprehensiveness of major publishers and geographies
- Insights into data science and analytics

Use Case

Key media and advertising objectives:

- Awareness/branding
- Reach/frequency
- Social engagement (likes, retweets, repins, shares, comments, etc.)
- Video views
- Website clicks
- Website conversions

Results

Improvements in advertising results from 4C:

- Brand awareness increased over 100%
- Engagement rate increased over 50%
- Lead volume increased over 10%
- Sales revenue increased over 50%

Realized a return on investment in less than 3 months after signing with 4C.

Saves more than 6 hours per week.

Company Profile

Company:
Socialyse USA

Company Size:
Large Enterprise

Key Vertical:
Consumer Packaged Goods

About 4C

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](#)

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✓ Validated

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Research by

TechValidate
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