



# Case Study: VivaKi

## Introduction

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



“4C gives us access to run our ads on top social sites like Facebook, Twitter, and LinkedIn.”

## Challenges

- Top reasons for choosing 4C Social Ads:
  - Centralization
  - Service
- Main benefits expected from 4C:
  - Innovative social advertising features
  - Advanced targeting
- Key campaign objective:
  - Website clicks

## Use Case

- Social media publishers managed through 4C:
  - Facebook
  - Twitter
- 4C features deployed:
  - Report Center
  - Sentiment analysis
  - Social search

## Results

- Improved the following metrics with 4C:
  - Brand awareness increased more than 100%
  - Engagement rate increased more than 50%
  - Lead volume increased more than 50%
  - Sales revenue increased more than 10%
- Saved 9 – 16 hours per week

### Company Profile

Company:  
**Vivaki UK**

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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Source: Mohd Rihan, Account Specialist, VivaKi UK

✓ Validated

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Research by

**TechValidate**  
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