



# Case Study: Resolution Media

## Introduction

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

“4C’s customer service is amazing. We’ve developed great relationships with everyone and value the partnership.”

## Challenges

- Top reasons for choosing 4C Social Ads:
  - Service
  - Innovation
  - Simplicity
- Main benefits expected from 4C:
  - Time savings
  - Innovative social advertising features
- Key campaign objectives:
  - Website clicks
  - Website conversions
  - Engagement (likes, retweets, repins, shares, comments, etc.)
  - Video views

## Use Case

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

## Results

- Increased engagement rate over 50%
- Saved 9 – 16 hours per week

### Company Profile

Company:  
**Resolution Media**

Company Size:  
**Medium 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:

[4C](#)

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