4C

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.

> " Why 4C? "Bulk addition and creation, and it is more helpful in reporting."

Challenges

- Top reasons for choosing 4C Social Ads:
  - Data science
  - Centralization
  - Service
  - Innovation
  - Simplicity
- Main benefits expected from 4C:
  - Time savings
  - Advanced targeting
- Key campaign objectives:
  - Website clicks
  - Online sales
  - Engagement (likes, retweets, repins, shares, comments, etc.)
  - Reach/frequency

Use Case

- Social media publishers managed through 4C:
  - Facebook
  - Twitter
- 4C features deployed:
  - Bulk creation
  - Report Center
  - 4C Audiences
  - Quick editing
  - Keyword-level results

Results

- Improved the following metrics with 4C:
  - Brand awareness increased over 10%
  - Engagement rate increased up to 9%
  - Lead volume increased up to 9%
  - Sales revenue increased up to 9%
- Saved 9 – 16 hours per week

Research by **TechValidate** by SurveyMonkey

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