



# 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

### Company Profile

Company:  
**Vivaki UK**

Company Size:  
**Large 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](#)

[4C Social](#)

Source: Himanshu Pant, Account Specialist, VivaKi UK

Research by **TechValidate**  
by SurveyMonkey

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