



Case Study: Our Better World

Introduction

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

“Why 4C? “Innovative and effective ways of targeting the right audiences for our stories.”

Challenges

- Top reasons for choosing 4C Social Ads:
 - Data science
 - Centralization
 - Service
- Main benefits expected from 4C:
 - Time savings
 - Generate higher return-on-investment
 - Innovative social advertising features
 - Advanced targeting
 - More robust reporting features and reporting across platforms
- Key campaign objectives:
 - Website clicks
 - Website conversions
 - Awareness/branding
 - Engagement (likes, retweets, repins, shares, comments, etc.)
 - Video views

Organization Profile

Organization:
Our Better World

Key Vertical:
Non-profit

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](#)

Use Case

- Social media publishers managed through 4C:
 - Facebook
 - Twitter
- 4C features deployed:
 - 4C Affinities
 - 4C Audiences
 - Quick editing
 - Social search

Results

- Increased engagement rate up to 9% with 4C
- Saved 1 – 2 hours per week

Source: Eelin Ong, Lead, Partnership and Content Distribution, Our Better World

Research by **TechValidate**
by SurveyMonkey