Case Study: Starcom Global

Introduction

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

> "4C is a useful and easy to use social advertising platform that helps with planning and execution of various types of social campaigns."

Challenges

- Top reasons for choosing 4C Social Ads:
    - Centralization
    - Service
    - Simplicity
- Main benefits expected from 4C:
    - Generate higher return-on-investment
    - Innovative social advertising features
- Key campaign objectives:
    - Website conversions
    - Awareness/branding
    - Engagement (likes, retweets, repins, shares, comments, etc.)
    - Video views

Use Case

- Managed Facebook ads through 4C
- 4C features deployed:
    - 4C Audiences
    - Quick editing

Results

- Increased engagement rate more than 10%
- Saved 1 – 2 hours per week

Source: Dowoo Lee, Media Supervisor, Starcom Global

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Company Profile

Company:
Starcom Global

Company Size:
Large Enterprise

Key Vertical:
Toys

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