



Case Study: Consumer Packaged Goods Company

Introduction

This case study of a medium enterprise media & entertainment company is based on a October 2015 survey of 4C Social Ads customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“Quick and efficient. Saves me a lot of time trying to deal with the constant glitches of Power Editor and gives me unique audience targeting to give me a leg up on competitors.”

Challenges

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

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Medium Enterprise

Key Vertical:
Consumer Packaged Goods

Use Case

- Managed Facebook ads through 4C
- 4C features deployed:
 - 4C Affinities
 - Report Center
 - 4C Audiences
 - Quick editing
 - Social search
 - Keyword-level results

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:

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Results

- Improved the following metrics with 4C:
 - Brand awareness increased over 50%
 - Engagement rate increased over 50%
 - Sales revenue increased over 50%
- Saved 9 – 16 hours per week