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.

> "I like 4C's fast loading ability and ease of use."

Challenges

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

Use Case

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

Results

- Improved the following metrics with 4C:
    - Brand awareness increased over 10%
    - Engagement rate increased over 50%
- Saved 5 – 8 hours per week

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](#)

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Source: Noel Situ, Growth Hacker, Our Better World