



Case Study: Optimedia

Introduction

This case study of Optimedia International US Inc is based on a October 2015 survey of 4C Social Ads customers by TechValidate, a 3rd-party research service.

Challenges

- Top reasons for choosing 4C Social Ads:
 - Data science
 - Centralization
 - Innovation
- Main benefit expected from 4C:
 - Innovative social advertising features
- Key campaign objective:
 - Engagement (likes, retweets, repins, shares, comments, etc.)

Use Case

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

Company Profile

Company:
**Optimedia International
US Inc**

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:

Results

- Improved the following metrics with 4C:
 - Brand awareness increased over 10%
 - Engagement rate increased over 10%
 - Lead volume increased over 10%
 - Sales revenue increased over 10%

[4C](#)

[4C Social](#)

Source: Kimberly Tanimoto, VP Group Director, Optimedia International US, Inc.

Research by

TechValidate
by SurveyMonkey

✓ Validated

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