



4C CASE STUDY

Group M

Introduction

This case study of Group M is based on a July 2016 survey of 4C customers by TechValidate, a 3rd-party research service.

“Thanks to the Emoji targeting feature of 4C, Vodafone Turkey became the first brand who experienced it in Turkey. The interface was very easy, and I didn’t face any difficulty in terms of operation. Customer support satisfied me in every aspect as they got me back in less than an hour.”

Challenges

Top reason for choosing 4C:

- Innovation of unique first-to-market offerings

Use Case

Key media and advertising objective:

- Social engagement (likes, retweets, repins, shares, comments, etc.)

Results

Improvements in advertising results from 4C:

- Engagement rate increased over 50%

Saves more than 1 hour per week.

Company Profile

Company:
Group M

Company Size:
Large Enterprise

Key Vertical:
eCommerce

About 4C

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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Research by **TechValidate**
by SurveyMonkey

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