



Resolution Media

Introduction

This case study of Resolution Media is based on a May 2017 survey of 4C Social customers by TechValidate, a 3rd-party research service.



“I really like the 4C reps that we work with. They are very easy to work with and have a lot of knowledge about the product.”

Challenges

Top reason for choosing 4C:

- Pinterest Reporting Insights

Key media and advertising objectives:

- Website clicks
- Website conversions
- Awareness / branding

Use Case

4C features and functionalities used:

- Publisher managed with 4C:
 - Pinterest
- Features currently deployed:
 - 4C Target Sets
 - Report Center
 - Target Sets

Results

Improvements in advertising results from 4C:

- Brand awareness increased over 10%
- Engagement rate increased over 10%

Saved 1-2 hours per week by using 4C.

Company Profile

Company:
Resolution Media

Company Size:
Medium Enterprise

Industry:
Media & Entertainment

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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