



# Society

## Introduction

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

“I like the fact that everything is in one tool and insights are able to be combined to form a greater strategy.”

## Challenges

Top reasons for choosing 4C:

- Reducing workflow inefficiency in day-to-day tasks
- Advancing audience targeting with unique datasets
- Accessing innovative social advertising capabilities
- Gaining audience and performance insight across multiple social networks

Key media and advertising objectives:

- Website conversions
- Awareness / branding
- Reach / frequency

## Use Case

4C features and functionalities used:

- Publishers managed with 4C:
  - Facebook
  - Instagram
- Features currently deployed:
  - Social Sync: TV/Sport/Weather triggers
  - 4C Affinities
  - 4C Target Sets
  - Labels
  - Reach & Frequency Optimizer
  - Alerts
  - Rules-Based Optimization

## Results

Improvements in advertising results from 4C:

- Brand awareness increased over 100%
- Engagement rate increased over 100%
- Lead volume increased over 50%
- Sales revenue increased over 50%

Saved more than 16 hours per week by using 4C.

### Company Profile

Company:  
**Society**

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:**

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