Case Study: Webenza

Introduction

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

> "4C offers the option of targeting the most targeted set of audiences."

Challenges

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

Use Case

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

Results

- Improved the following metrics with 4C:
    - Brand awareness increased over 50%
    - Engagement rate increased over 10%
    - Lead volume increased over 10%
    - Sales revenue increased up to 9%
- Saved 5 – 8 hours per week

Company Profile

Company:
Webenza

Company Size:
Small Business

Key Vertical:
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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