



4C CASE STUDY

VivaKi

Introduction

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



“4C is the best platform for Social Advertising in all aspects.”

Challenges

Top reasons for choosing 4C:

- Comprehensiveness of major publishers and geographies
- Insights into data science and analytics

Use Case

Key media and advertising objectives:

- App installs
- Awareness/branding
- Online sales
- Social engagement (likes, retweets, repins, shares, comments, etc.)
- Video views
- Website clicks
- Website conversions

Results

Improvements in advertising results from 4C:

- Brand awareness increased over 200%
- Engagement rate increased over 200%
- Lead volume increased over 100%
- Sales revenue increased over 100%

Saves more than 6 hours per week with 4C.

Company Profile

Company:
VivaKi

Company Size:
Large Enterprise

Key Vertical:
Retail

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](#)

[4C](#)

Source: Anand Amit, Social Media Specialist, VivaKi

Research by **TechValidate**
by SurveyMonkey

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