



Case Study: Real Food Blends

Introduction

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



“I most like how quickly we can find new, relevant audiences and then create and activate new ads targeted to these audiences.”

Challenges

- Top reasons for choosing 4C Social Ads:
 - Centralization
 - Service
 - Simplicity
- Main benefits expected from 4C:
 - Time savings
 - Generate higher return-on-investment
 - Advanced targeting
- Key campaign objectives:
 - Website conversions
 - Awareness/branding
 - Online sales

Use Case

- Managed Facebook ads through 4C
- 4C features deployed:
 - 4C Affinities
 - Smart Groups

Results

- Saved 3 – 4 hours per week

Company Profile

Company:
Real Food Blends

Company Size:
Small Business

Key Vertical:
Consumer Packaged Goods

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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