



# Socialyse Chicago

## Introduction

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

“4C UI streamlines social media management allowing teams to spend additional time with thought leadership, planning, strategy, and insights. Furthermore, the ability to hone in on additional targeting sets, reach, and frequency planning has driven spend efficiencies for our clients. These capabilities are how 4C stands out in the marketplace.”

## Challenges

Top reasons for choosing 4C:

- Reducing workflow inefficiency in day-to-day tasks
- Generating a higher return-on-investment (ROI) from social ad spend
- Advancing audience targeting with unique datasets
- Gaining audience and performance insight across multiple social networks

Key media and advertising objectives:

- Website clicks
- Website conversions
- Awareness / branding
- Online sales
- Offline sales
- Engagement (likes, retweets, repins, shares, comments, etc.)
- Reach / frequency
- Video views

## Use Case

4C features and functionalities used:

- Publishers managed with 4C:
  - Facebook
  - Instagram
  - Twitter
  - Pinterest
  - Snapchat
  - LinkedIn
- Features currently deployed:
  - Social Sync: TV / Sport / Weather triggers
  - 4C Affinities
  - 4C Target Sets
  - Smart Groups
  - Naming Conventions
  - Report Center
  - Reach & Frequency Optimizer
  - Alerts
  - Rules-Based Optimization
  - In-line Quick Editing
  - Bulk Sheets
  - Target Sets

## Results

Improvements in advertising result from 4C:

- Brand awareness increased over 50%

Saved 9-16 hours per week by using 4C.

### Company Profile

Company:  
**Socialyse Chicago**

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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