



Booyah Advertising

Introduction

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

“The knowledge and service of our [4C] account reps is unparalleled. They are more than a vendor to us, they are truly great partners.”

Challenges

Top reasons for choosing 4C:

- Reducing workflow inefficiency in day-to-day tasks
- Accessing innovative social advertising capabilities

Key media and advertising objectives:

- Website conversions
- Online sales

Use Case

4C features and functionalities used:

- Publishers managed with 4C:
 - Pinterest
 - Snapchat
- Features currently deployed:
 - 4C Target Sets
 - Naming Conventions
 - Report Center
 - In-line Quick Editing

Results

Improvements in advertising results from 4C:

- Engagement rate increased over 10%
- Sales revenue increased over 50%

Saved 5-8 hours per week by using 4C.

Company Profile

Company:
Booyah Advertising

Company Size:
Small Business

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:

[4C](#)

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