



Case Study: Unique Influence

Introduction

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

Challenges

- Top reason for choosing 4C Social Ads:
 - Innovation
- Main benefits expected from 4C:
 - Time savings
 - Generate higher return-on-investment
 - Innovative social advertising features
 - Advanced targeting
- Key campaign objective:
 - Website conversions

Use Case

- Managed ads on Pinterest through 4C
- 4C features deployed:
 - Bulk creation
 - Quick editing
 - Keyword-level results

Results

- Increased lead volume more than 50%
- Saved 3 – 4 hours per week

Company Profile

Company:
uniqueinfluence

Company Size:
Small Business

Key Vertical:
eCommerce

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](#)

[4C Social](#)

Source: Michael Dobson, Account Manager, Unique Influence

Research by

TechValidate
by SurveyMonkey

✓ Validated

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