# Merkle

## Introduction

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

> "The customer service is amazing! I feel comfortable reaching out whenever I have questions / issues and the team is always there to support. They are also continually letting us know of new opportunities within 4C, etc."

## Challenges

Top reasons for choosing 4C:

- Comprehensiveness of major publishers and geographies
- Convergence between TV and social
- Service of responsive and knowledgeable client support personnel

## Use Case

Key media and advertising objectives:

- Awareness/branding
- Social engagement (likes, retweets, repins, shares, comments, etc.)
- Website clicks
- Website conversions

## Results

Improvements in advertising results from 4C:

- Brand awareness increased over 10%
- Engagement rate increased over 10%

Realized a return on investment in less than 3 months after signing with 4C.

### Company Profile

Company:
**Merkle**

Company Size:
**Medium Enterprise**

Key Vertical:
**Finance**

### 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

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