



# Infectious Media

## Introduction

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



“Good account management & generally able to access some interesting features to enhance social media buying.”

## Challenges

Top reasons for choosing 4C:

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

Key media and advertising objective:

- Website conversions

## Use Case

4C features and functionalities used:

- Publishers managed with 4C:
  - Facebook
  - Instagram
- Features currently deployed:
  - Social Sync: TV / Sport / Weather triggers
  - 4C Affinities
  - 4C Target Sets
  - Smart Groups
  - Report Center
  - Rules-Based Optimization
  - In-line Quick Editing

## Results

Improvement in advertising results with 4C:

- Engagement rate increased up to 9%
- Sales revenue increased up to 9%

Saved 1-2 hours per week by using 4C.

### Company Profile

Company:  
**Infectious Media**

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:**

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