



Case Study: OMD Worldwide

Introduction

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

“I think the Sentiment tool is very helpful and helps brands see what posts are working and what posts aren’t.”

Challenges

- Top reasons for choosing 4C Social Ads:
 - Centralization
 - Innovation
 - Simplicity
- Main benefits expected from 4C:
 - Time savings
 - Innovative social advertising features
 - Advanced targeting
- Key campaign objectives:
 - Awareness/branding
 - Engagement (likes, retweets, repins, shares, comments, etc.)
 - Reach/frequency
 - Video views

Use Case

- Social media publishers managed through 4C:
 - Facebook
 - Twitter
- 4C features deployed:
 - 4C Affinities
 - Bulk creation
 - 4C Audiences
 - Sentiment analysis

Results

- Improved the following metrics with 4C:
 - Brand awareness increased over 50%
 - Engagement rate increased over 50%
- Saved 1 – 2 hours per week

Company Profile

Company:
OMD Worldwide

Company Size:
Small Business

Key Vertical:
Consumer Packaged Goods

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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