



4C CASE STUDY

# Spark Starcom Mediavest Group

## Introduction

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



“The platform is intuitive and allows me to replicate / clone campaign builds in a matter of seconds, eliminating much of the wasted time spent making tedious campaign rebuilds with identical parameters.”

## Challenges

Top reasons for choosing 4C:

- Comprehensiveness of major publishers and geographies
- Service of responsive and knowledgeable client support personnel

## Use Case

Key media and advertising objectives:

- Awareness/branding
- Reach/frequency
- Social engagement (likes, retweets, repins, shares, comments, etc.)
- Video views
- Website clicks

## Results

Improvements in advertising results from 4C:

- Brand awareness increased over 100%
- Engagement rate increased over 100%
- Lead volume increased over 50%
- Sales revenue increased over 50%

Realized a return on investment in less than 6 months after signing with 4C.

Saves more than 3 hours per week.

### Company Profile

Company:  
**Spark Starcom Mediavest Group**

Company Size:  
**Medium Enterprise**

Key Vertical:  
**Consumer Packaged Goods**

### 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](#)

[4C](#)

Source: Anthony Panagos, Media Specialist, Spark Starcom Mediavest Group

Research by **TechValidate**  
by SurveyMonkey