



4C CASE STUDY

Real Food Blends

Introduction

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



“4C is a great company with a great product that offers helpful tools to grow your business.”

Challenges

Top reasons for choosing 4C:

- Insights into data science and analytics
- Service of responsive and knowledgeable client support personnel

Use Case

Key media and advertising objectives:

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

Results

Improvements in advertising results from 4C:

- Brand awareness increased over 50%
- Engagement rate increased over 50%
- Lead volume increased over 10%
- Sales revenue increased over 10%

Company Profile

Company:
Real Food Blends

Company Size:
Small Business

Key Vertical:
Retail

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: Megan R., Managing Director, Real Food Blends

Research by **TechValidate**
by SurveyMonkey

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