



# CASE STUDY

## Nice'n Easy Increases Awareness Using 4C Social Sync on Facebook

### PRODUCTS & FEATURES

4C SOCIAL SYNC

COMPETITOR AD TV TRIGGER

### CLIENT

nice'n  
easy

### AGENCY

Performics

### CHANNELS



### VERTICALS

ONLINE

RETAIL

### REGION

EMEA



### OBJECTIVE

Nice'n Easy, Clairol's leading hair colour brand, needed a scalable solution to create awareness and increase reach across the UK. Their media agency, Performics, wanted to find a way to cut through the noise and stand out to engage with a female 30+ audience.

### SOLUTION

By using 4C's self-serve platform, Performics took advantage of additional Facebook targeting and campaign management features, enabling them to blunt the impact of the main competitor's TV messaging and drive consideration amongst Nice'n Easy's core female audience in the UK. This campaign was run alongside Nice'n Easy's standard Facebook activity.

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## RESULTS

Through 4C TV Sync, Nice'n Easy enhanced their Facebook campaign performance and saw strong results compared to standard (non-synced) ads.

- £0.02 Cost per Engagement
- £0.06 Cost per View
- 40% Higher Video Views

£0.02

COST PER ENGAGEMENT

£0.06

COST PER VIEW

40% ↑

VIDEO VIEWS



4C's extensive TV Sync capabilities allowed us to maximise performance by activating Facebook ads only upon our competitors' advertising their equivalent product line. The initiative performed above expectations, driving 40% more views than standard targeting. Campaign set-up and management was intuitive with training and support provided to ensure a seamless activation.

OSCAR ROMERO, HEAD OF BIDDABLE INTERNATIONAL, PERFORMICS

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