

SOCIAL BYOD FEEDS GTM BRIEF

With the closed ecosystem nature of social platforms, advertisers are challenged with connecting their paid social campaigns to source-of-truth business outcomes. But marketers need to show this connection to prove the impact of their strategy and investment across broader organizational and marketing goals. The process for brand and agency teams to prepare reporting that maps campaign data to source-of-truth outcomes is very manual and sometimes not done because this data can come from several different sources and is often scattered across separate UIs.

4C is in a unique position to help marketers solve this problem given our value proposition in automation, reporting, and optimization across social platforms. But the systems marketers use as their source-of-truth vary based on differences like online vs. offline transactions and consumer purchase cycles, making it difficult for platforms like Scope to provide a solution that works generally across advertisers.

Now with the addition of Social BYOD Feeds, 4C helps advertisers easily address this need and seamlessly power reporting, pacing, and optimization in Scope with custom-defined global KPIs built from source-of-truth measurement data. The flexibility with which 4C built the BYOD ingestion framework allows us to integrate a large variety of data types for a wide range of clients.

Social BYOD Feeds are a strong lever in driving usage and adoption of reporting, pacing, and optimization features in Scope. The integration of a brand's source-of-truth data makes 4C even stickier with clients, often including a more direct connection to brand personas looking to gain insight into that connection between company goals and social investment.



The leading self-service software for brands to execute video-centric marketing and optimize business outcomes.

[4CINSIGHTS.COM](https://www.4cinsights.com)

Value Proposition

Social BYOD Feeds power custom outcome reporting, pacing, and optimization in Scope. By linking source-of-truth measurement with social campaign data, advertisers can more directly understand and prove the value of their social investment by leveraging custom-defined KPIs in planning, optimization, and analysis.

Key Benefits:

- Report, pace, and optimize across social platforms using 'source of truth' measurement data.
- Power intelligence and actions with live outcome data to improve results.
- Measure performance beyond native publisher capabilities using custom metrics built on outcomes from website or app analytics, revenue data, brand safety data and more.
- Automate the ingestion and linkage of source-of-truth data with social campaigns via real-time data feeds

Key Capabilities

In social platforms, the targeting audience is at the user level but advertisers can only view the performance data in aggregate. Unfortunately, user level data is not returned outside the platform walls which makes it difficult to get granular insight into what is driving performance. This also means using non-native pixels is not entirely practical.



The leading self-service software for brands to execute video-centric marketing and optimize business outcomes.

[4CINSIGHTS.COM](https://www.4cinsights.com)

Leveraging Ad IDs included in UTM parameters, Scope can link specific ads to outcomes associated with those same Ad IDs ingested via a data feed.

Creating a new data feed (self-service support early 2020)

- A new data feed can be created using a client's first-party or third-party data measurement data.
- To create a data feed, 4C needs to know which columns contain the Ad ID and date, as well as any additional column names based on the data a client wants to send to our platform.
- Social BYOD Feeds can accept data fields in number or currency form.
- Once aligned on the data, we determine delivery mechanism: SFTP or email.
- After the data is delivered in one of those formats, Scope can ingest the data.

Managing live/active feeds

- Once a data feed is created and data is being ingested into Scope, the Measurement & Integrations UI will show the current state of the data field in a 'Health' column.
- This column will show if data is being ingested as intended, or if there are issues with the data being uploaded. Three right rail tools: *Info*, *Settings*, and *History* will show various details about the data stream.
 - The *Info* tool shows associated brand profiles and an overview of which Scope features are leveraging the ingested data.
 - The *Settings* tool shows the delivery settings for a data feed and allows you to copy the delivery info for use.
 - The *History* tool shows a list of data files ingested via the feed and if any errors occurred when processing a specific file.

Global Custom Metrics

- Global Custom Metrics are unique KPIs defined through calculations that combine common data across publishers. Any metric that uses data brought in via Social BYOD Feeds can be used as a definition in a Global Custom Metric. Once the data feed has been setup and is being ingested, clients will see the metric available to select when creating a Global Custom Metric.

Using Social BYOD Feeds Metrics in Scope

- Custom metrics generated from Social BYOD Feeds can be used throughout the Scope platform in Report Center, Pacing Dashboard, Performance Dashboard, Smart Groups, and Ad Manager.

Buyer & User Personas

Brand & Agency Measurement/Analytics Teams

- People tasked with identifying and evaluating data and technology partners that best quantify the media strategy's impact on organizational goals.
- 4C most often works with the Director of this team at a brand or agency and they can be an important decision maker.

- Measurement and analytics teams use Scope for pulling holistic reporting across platforms at various stages throughout the campaign life cycle.
- Campaign performance data tied to source-of-truth measurement allows teams to analyze performance based on the ultimate outcomes an advertiser is trying to drive across all social platforms.

Agency Social Teams

- People who own social campaign planning, optimization, and reporting/analysis across publishers.
- 4C has relationships with many roles within social teams at media agencies, from coordinators/analysts/associates and supervisors to directors and VPs who work more closely with the brand.
- In Scope, supervisors and below manage KPI performance on a daily basis and can make smarter decisions using Social BYOD metrics once implemented. While directors or VPs are decision makers on implementing Social BYOD Feeds and might receive reporting inclusive of this data for including in broader digital reporting or analysis for future planning.
- Ingesting source-of-truth data into Scope allows social teams to more effectively connect the impact of their campaigns to overall strategy and business outcomes.

Brand Social/Digital Media Teams



The leading self-service software for brands to execute video-centric marketing and optimize business outcomes.

[4CINSIGHTS.COM](https://www.4cinsights.com)

- In-house teams focused on digital campaign planning, optimization and reporting/analysis across social and/or digital channels.
- 4C can have relationships with digital media teams in a variety of ways - they can be both users of the platform and/or decision makers whose teams or collaborators use Scope.
- Digital media teams are usually using Scope for reporting purposes to see how their social campaigns are impacting the overall digital media strategy.
- Ingesting source-of-truth data into Scope allows in-house teams to more effectively connect the impact of their campaigns to overall strategy and business outcomes.

Use cases

State Farm

Challenge: State Farm previously used Facebook Attribution as their source-of-truth for digital to measure key on-site conversions like “Find an Agent” or “Start a Quote”. Social Media Analysts at State Farm’s media agency, OMD, exported the Attribution data from Power Editor into excel and compiled their own reports manually to present to the brand.

Solution: With Social BYOD Feeds, State Farm is now able to leverage their source-of-truth, Facebook Attribution data, across features in Scope, such as Performance Dashboard and Report Center, reducing the need to manually prepare reporting and improving OMD’s ability to provide more analysis back to the brand. Additionally, having this data in

Scope provides a connection and visibility into performance across anyone working on the account from brands, creative agencies, and media agencies enabling real-time decision making.

AT&T

Challenge: AT&T used different fraud measurement data per social platform, making it difficult to create an even playing field and create an agnostic measure of the overall brand safety of each social platform in their mix.

Solution: AT&T used Social BYOD Feeds to ingest their Double Verify data and bridge the gap on brand safety and fraud measurement across social platforms. 4C provides great value here for AT&T to be able to measure verified impressions against publisher reported impressions all in one place. AT&T is now able to confirm all publisher reported impressions are accurate and served in brand-safe environments.

Nordstrom

Challenge: Nordstrom's in-house social media managers spent hours of time comparing pre-attributed conversion data like orders and site visits from their proprietary system with publisher-reported native social metrics.

Solution: Social BYOD Feeds save Nordstrom hours of time as they no longer have to compare separate data sets across several platforms to inform decisions. After integrating their proprietary data into Scope, Nordstrom created custom metrics to measure cost per visit, return on ad spend, and average order value. Integrating this source-of-truth measurement data into Scope allowed Nordstrom to increase workflow efficiency and make turnkey optimizations. As a result, they achieved a 4.8% increase in ROAS and a 25% increase in conversion rates across their Facebook campaigns.



The leading self-service software for brands to execute video-centric marketing and optimize business outcomes.

[4CINSIGHTS.COM](https://www.4cinsights.com)

Dyson

Challenge: The social media supervisors at Dyson's agency, Mindshare, viewed Google Analytics data, compared it with their social metrics in Scope, and manually compiled a report for the brand to draw conclusions on how their social metrics were impacting sales and revenue data.

Solution: Dyson used Social BYOD Feeds to ingest Google Analytics data like sessions, users, new users, transactions, and revenue into Scope. With a comprehensive view of their social campaign's impact on ROAS, Social BYOD Feeds has helped the team simplify and centralize workflow and reporting across Dyson's brand and agency contacts.

Pricing & Packaging

Existing clients

- One data source included as part of the digital bundle OR \$5,000/source/month rate card cost
 - If significant custom work is required, 4C reserves the right to charge an additional one-time implementation fee based on scope of work
 - Custom work = additional work needed by 4C to instrument client data into our required ingestion template. If a client can extract data from their measurement system and get the data points we need, then it's considered standard.
 - Custom work should be discussed as part of the feature request process
- Available for all client segments



The leading self-service software for brands to execute video-centric marketing and optimize business outcomes.

[4CINSIGHTS.COM](https://www.4cinsights.com)

New clients

- One data source included as part of the digital or enterprise bundle OR \$5,000/source/month rate card cost
 - If significant custom work is required, 4C reserves the right to charge an additional one-time implementation fee based on scope of work

Near-term Roadmap

- Ability to create new data feeds self-service
- Multiple data feeds per ad account (further extends a client's measurement capabilities if they have several different sources of truth data across publishers)
- Expansion to support Social BYOD Feeds for LinkedIn

Glossary of Terms

Source-of-truth: A primary, defined data source or measurement system that a brand uses to measure results and is reported across the organization to show progress against goals.

Global custom metrics: Unique KPIs defined and constructed through calculations that combine common data across publishers with outcomes ingested via Social BYOD Feed.

UTM Parameters: Variants within URLs used by marketers to track the effectiveness of digital marketing campaigns across websites and publishers. When an appended URL is visited with unique UTM parameters, analytics software is able to track the source information and connect that visitor with specific marketing campaigns, content, ads, or emails.

Data feed: A method for Scope to receive structured data containing Ad IDs, date, and additional metrics via SFTP or email. Once ingested, this data is available throughout the Scope ecosystem and can be used to build custom metrics.

Regional Availability

This solution is available across U.S., EMEA, and APAC clients.

Internal SMEs

Product & Product Marketing

Lisa Steele

John Thompson

Client Success

Mandy Bowman

Jenny Mendoza



The leading self-service software for brands to execute video-centric marketing and optimize business outcomes.

[4CINSIGHTS.COM](https://www.4cinsights.com)