



Discover
Learn more about your audience with insights from over 9 billion data points.

Execute
Target the same audience across social, digital, and television.

Analyze
Measure performance of an audience across channels and campaigns.

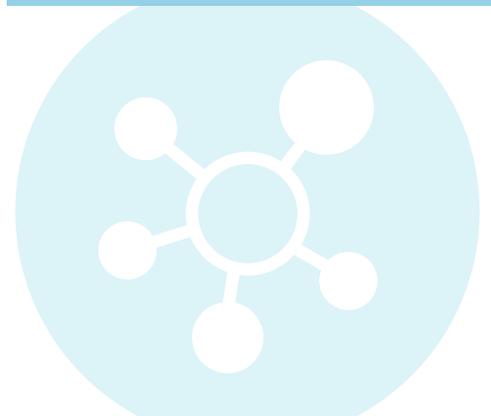
How could reaching the same audience across channels improve your marketing?

NBCUniversal *mediaocean*

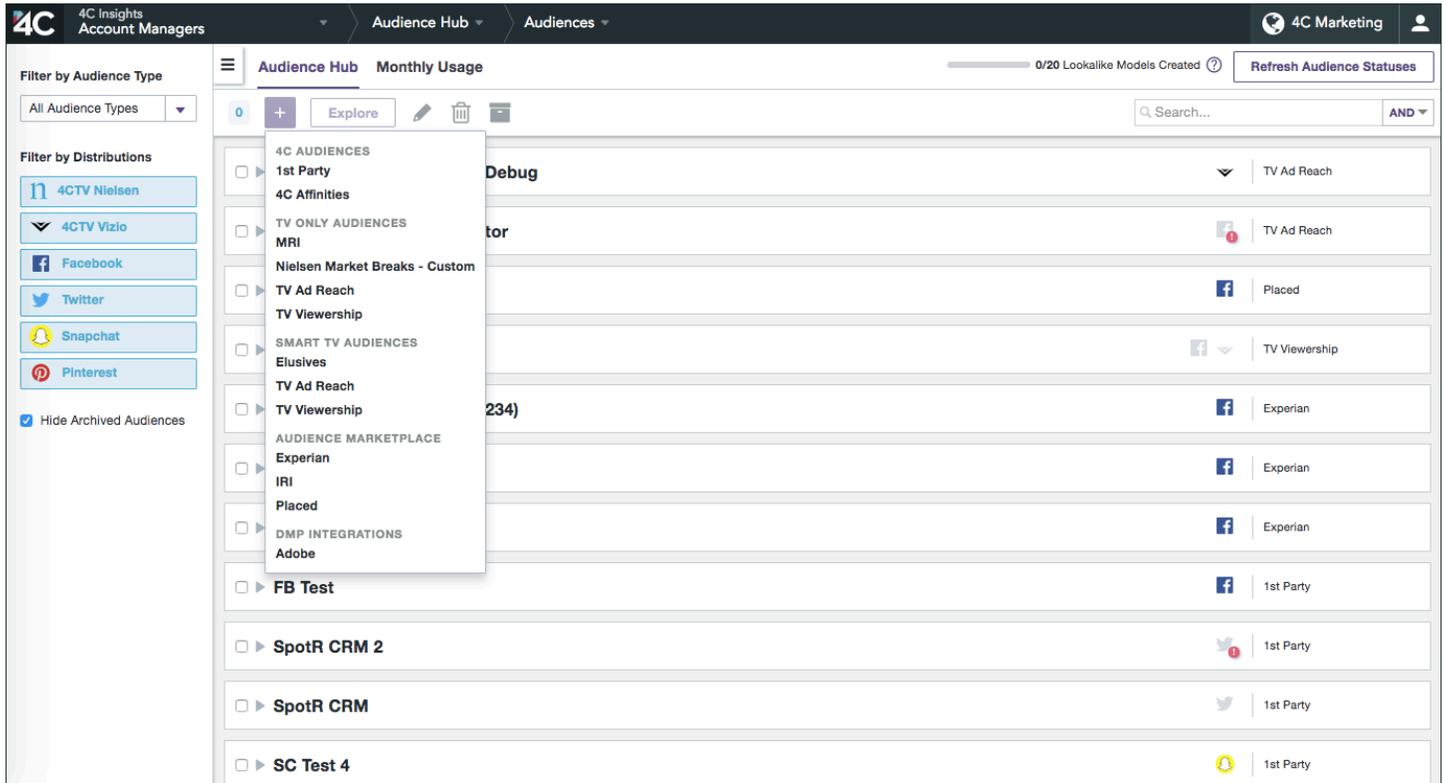
Create and activate a single segment across all 4C-integrated channels.

Explore audience insights in areas like demographics, financial, automotive, political, purchase behavior, and more.

Reach your audience wherever they are, and gain optimal reach and frequency across channels.



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Available Audience Types

FIRST-PARTY AUDIENCES

Segments built from a seed of your first-party customers (via CRM list upload or DMP integration) and expanded (optional) using 9 billion data points across 12 categories for 247M U.S. adult profiles.

SMART TV AUDIENCES

TV Ad Reach

Segments comprised of people who have been exposed (or not exposed) to you or your competitors' TV ads.

TV Viewership

Segments comprised of people who have viewed (or not viewed) specific programming.

Elusives

Segments comprised of people who do not watch traditional, live television and aren't being reached by linear TV advertising. **Coming in Q4 2018*

AFFINITY AUDIENCES

Segments built from 4C proprietary data science that maps the connections between brands.

TV ONLY AUDIENCES

Nielsen Market Breaks

Segments based on Nielsen Market Breaks that can be blended together to create highly precise audiences.

MRI

Segments based on Nielsen's National People Meter panel, MRI's Survey of the American Consumer, and on 6,000 product and service brands across 550 categories.

Nielsen TV Ad Reach

Households that have been exposed (or not exposed) to you or your competitors' TV ads.

Nielsen TV Viewership

Households that have viewed (or not viewed) specific programming.

AUDIENCE MARKETPLACE

Thousands of high demand, pre-built segments from leading premium data providers Experian, IRI, and Placed.