



Discover
Tap into consumer insights influencing your decision makers.

Execute
Efficiently scale campaigns across channels, lines of business, and goals.

Analyze
Centralize and customize campaign reporting to fit needs across divisions.

What if you had the tools and insight to gain a competitive edge?

NBCUniversal

RICH BRAND INSIGHT

Explore robust audience personas, TV creative stickiness, and competitive intelligence to uncover how to connect with new audiences, inform cross-channel media planning, analyze brand sponsorships, and more.

CROSS-CHANNEL AUDIENCE MANAGEMENT

Bring your own preferred data or use one of 4C's unique data sets to create and manage audiences across TV, social, and digital channels. Protect consumer data with a user-level permissions and strict privacy compliance within a centralized, self-serve platform.

TRANSPARENT REACH

Engage audiences with a consistent message at every critical touchpoint with a growing marketplace of brand-safe, premium social, digital, and linear TV partners.

REAL-TIME TV SYNCING

Cut through the noise and increase awareness and engagement of your brand during key moments or major sponsorships by syncing social, search, and digital ads to your, or your competitor's, TV ads, TV programs, as well as live sporting or weather events.

EFFICIENT TOOLS FOR SCALE

Increase overall performance of your program with advanced, cross-channel solutions for producing and managing hundreds of creative permutations, automating pacing and campaign optimizations, creating URL templates, and more across products and categories.

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Surveyed 4C Financial Services clients report an increase since using the platform. Source: TechValidate 2018