



**Discover**  
Uncover optimal targets with unique and relevant data.

**Execute**  
Reach the same target audiences across premium media channels.

**Analyze**  
Evaluate full-funnel actions in one integrated platform.

What if you could turn fragmented consumption into a competitive advantage?

**NBCUniversal**

**CROSS-CHANNEL AUDIENCE MANAGEMENT**

Bring your own preferred data or use one of 4C's unique data sets - like TV ad exposure and viewership - to create audiences you can reach across TV, social, and digital channels. Subsequently use insights about your audiences in planning and analytics.

**MEANINGFUL BRAND-SPECIFIC INSIGHT**

Uncover unique audience insight, TV creative stickiness, and competitive intelligence to unlock new audiences, inform cross-channel media planning, analyze brand sponsorships, and more.

**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**

Reach the most relevant audiences at crucial and impactful times by syncing social, search, and digital ads to specific TV programs or ads, as well as live sporting or weather events.

**INTEGRATED REPORTING AND MEASUREMENT**

Analyze holistic campaign and brand performance through a robust, flexible reporting system within a single sign-on environment.



**50%**  
HIGHER REACH



**50%**  
INCREASE IN ROAS

*Surveyed 4C Media & Entertainment clients report an increase since using the platform. Source: TechValidate 2018*

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