Execute
Implement predictive recommendations to improve performance.

Analyze
Gain hours of time back without having to manually pace campaigns.

How much time would you save with automated pacing?

Monitor pacing and KPI trends across publishers from a single visual and actionable dashboard.
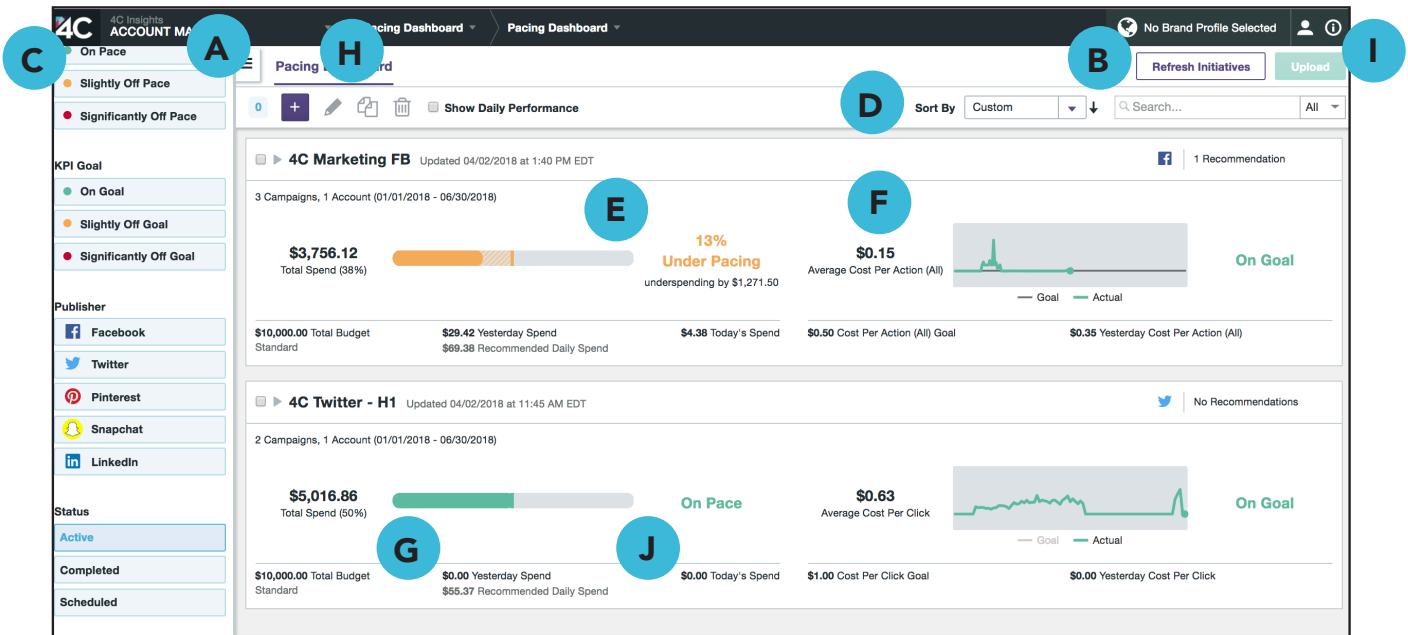
Ensure you don't over- or under-spend budgets with predictive optimization recommendations based on 4C machine learning.

Track pacing based on budgets you designate and optimize based on KPIs you input without having to continuously pull and analyze reports.

> " The time saving and efficiencies are lifesavers. We are able to traffic, report, and optimize all in a single interface and able to quickly and easily check campaign pacing.
>
> KELLY DAVIS, MARKETING MANAGER, CHIPOTLE

KEY FUNCTIONS

A. Create new Initiative (any combination of Campaigns, Ad Sets, Ad Groups or Ad Squads).
B. Refresh Initiatives to update data or pull in Initiatives created by other team members.
C. Filter your view to focus on your most important Initiatives.
D. Sort your initiatives by Performance or Create Date, or create a Custom order.
E. Compare your spend-to-date against ideal spend based on Initiative budget and flight dates.
F. View initiative performance to date against your KPI goal.
G. Quickly see details about yesterday's spend, today's spend, and recommended daily spend.
H. Edit Initiative budget or flight dates, and duplicate or delete Initiatives.
I. Upload changes made to your Initiatives.
J. Click anywhere in the Initiative header to expand Recommendations for each Initiative (more on Recommendations below)

K. View details related to the Campaign, Ad Set, Ad Group, Ad Squad, etc. where there is a recommended change.
L. Review specifics on 4C's Recommendations, including Current Value, Recommended Action, and After Value.
M. View relevant campaign metrics, including custom metrics, for Campaigns, Ad Sets, Ad Groups, Ad Squads, etc.
N. Choose to update bids or budgets by a dollar amount or a percentage.
O. Add up to two additional metrics to inform optimization decisions, if needed.
P. Select the Recommendations you want to implement and hit the Approve button.

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