



THE VISUAL SEARCH ENGINE

REACH

70 MILLION DAUs
U.S. & Canada
2 BILLION MONTHLY SEARCHES
HIGH-INTENT MOBILE USERS (80%)

TARGETING

KEYWORDS
DEMOGRAPHICS
DEVICES • BEHAVIORS
INTERESTS
LOCATION/LANGUAGE
CUSTOM AUDIENCES

AD TYPES

VIDEO • IMAGES
DIRECT RESPONSE/
SHOPPING
ENGAGEMENT • APP INSTALL



100%

of 4C clients advertising on Pinterest see an increase of 1-25% or more in both reach and ROAS.



Discover

Uncover new audiences on Pinterest with 4C's unique data science and custom audience segments

Further resources available:

Brand Compass
Audience Hub

Execute

Scale campaigns with ease with proprietary 4C tools that help you maximize efficiency through workflow automation and streamlining.

Further resources available:

Creative Hub • **TV Sync**
Weather Sync • **Sport Sync**
Rules-Based Optimization
Smart Groups • **Labels**

Analyze

Automate campaign pacing, optimize using predictive data science, and evaluate performance alongside other channels.

Further resources available:

Cross-Publisher Summary
Report Center
Pacing Dashboard

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