



How can you be more audience-driven and orchestrate your marketing to behave like your customers?

## Discover

Identify and engage your best targets using robust data science surfaced through interactive planning tools and consistent cross-channel audience definition.

## Execute

Optimize campaigns across channels with self-serve access to leading private marketplaces for premium inventory.

## Analyze

Evaluate success based on the whole picture with a customizable, flexible platform that enables transparency across all media placements.



Trusted by leading brands.



### People-Based Attributes

**220+ MILLION U.S. PROFILES**

**9+ BILLION ONLINE AND OFFLINE CHARACTERISTICS**

**12 DATA CATEGORIES**

### Social Media Engagement

**2 BILLION INTERACTIONS**

**50,000 BRANDS**

**41 LANGUAGES**

### TV Ad Occurrence

**1+ MILLION ADS**

**2,100+ CHANNELS**

**76 COUNTRIES**

### TV Viewership

**8+ MILLION OPTED-IN SMART TVS**

**SECOND-BY-SECOND TRACKING**

**100K NIELSEN RESPONDENTS**

## Advanced Data Science

THE 4C INSIGHTS AFFINITY GRAPH™

VISIT [4CINSIGHTS.COM](http://4CINSIGHTS.COM) OR FOLLOW @4CINSIGHTS

050618 ©2018 4C Insights, Inc.



**BRAND COMPASS**

## Meaningful Brand 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.

**AUDIENCE HUB**

## Cross-Channel Audience Management

Bring your own preferred data or use one of 4C's unique data sets — like social brand affinity — to create audiences you can reach across TV, social, and digital channels.

**AD MANAGER**

## Digital, Social, Mobile, & TV Marketplaces

Engage audiences with a consistent message at every critical touchpoint with a growing marketplace of brand-safe, premium inventory partners.



**TV PLANNER**

### Audience-Based TV

Generate audience-optimized linear TV plans in minutes using visual analysis tools and efficient workflow features.

**CREATIVE HUB**

### Effective Creative Management

Cut your creative launch process in half through user-level permissions, variation building, and bulk management.

**REACH & FREQUENCY OPTIMIZER**

### Cost-Effective Planning

Compare predictions at scale to uncover the optimal, most efficient campaign to reach your targets.

**4C AFFINITIES**

### Predictive Targeting

Capture consumers inclined towards your brand with proprietary targeting built on data science and AI.

**MULTI-CHANNEL SYNC**

### Real-Time TV Triggers

Reach relevant audiences at impactful times syncing social, search, and digital ads to TV programs, ads, live sports, or weather events.

**PACING DASHBOARD**

### Automated Campaign Management

Gain hours of time back without having to manually pace campaigns through our machine-learning algorithms.

**REPORT CENTER**

### Integrated Analysis and Measurement

Analyze holistic performance with a flexible, consolidated reporting system.

**CLIENT SATISFACTION**

#1 Ranked Cross-Channel Advertising Software



VISIT [4CINSIGHTS.COM](http://4CINSIGHTS.COM) OR FOLLOW [@4CINSIGHTS](https://twitter.com/4CINSIGHTS)