



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

247 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

9+ MILLION OPTED-IN SMART TVS

SECOND-BY-SECOND TRACKING

100K NIELSEN RESPONDENTS

Advanced Data Science

THE 4C INSIGHTS AFFINITY GRAPH™

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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



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