

CAMERA-BASED LOCATION PLATFORM

REACH

187 MILLION DAUs
OVER 300 MILLION MAUs
41% AGED 18-34 IN US
90% UNDUPLICATED REACH WITH TOP 15 TV NETWORKS

TARGETING

DEMOGRAPHICS
LOCATION • LIFESTYLE
DEVICES • INTERESTS
CUSTOM AUDIENCES

AD TYPES

VIDEO • IMAGES
SPONSORED LENSES
SPONSORED GEO & AUDIENCE FILTERS
ENGAGEMENT • APP INSTALL



100%

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



Discover

Uncover new audiences on Snapchat 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