



THE REAL-TIME MARKETING PLATFORM

REACH

330 MILLION MAUs
PRIMARILY MOBILE (80%)
42% OF USERS ACCESS DAILY
HUNDREDS OF MILLIONS OF TWEETS PER DAY

TARGETING

INTERESTS • BEHAVIORS
KEYWORDS • DEVICES
LOCATION/LANGUAGE
ENGAGEMENT
DEMOGRAPHICS
CUSTOM AUDIENCES
4C AFFINITIES

AD TYPES

PROMOTED TWEETS
(TEXT/IMAGE/VIDEO/
WEBSITE/APP/
CONVERSATION/POLL)
PROMOTED ACCOUNTS
PRE-ROLL



100%
of 4C clients advertising on
Twitter see an increase of
1-25% or more in both reach
and ROAS.



Discover

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

Further resources available:

Brand Compass
Audience Hub • 4C Affinities
4C Target Sets

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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