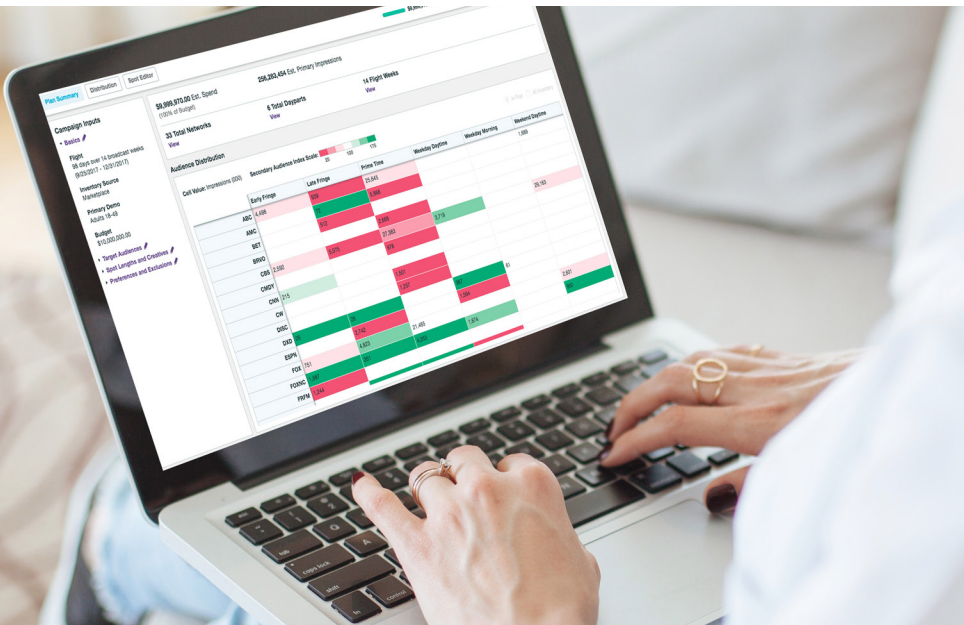




AUDIENCE-BASED TV AND VIDEO



Discover
Explore unique audiences to uncover optimal linear and connected TV plans.

Execute
Allocate upfront inventory, activate a4 and NBCU scatter and OTT.

Analyze
Understand campaign audience delivery across linear and OTT.

How are you creating and activating holistic video strategies?

SECONDARY AUDIENCE TARGETING

Create custom audiences that power planning and buying using **4C's unique data sets or your own preferred data.**

REACH/FREQUENCY PLANNING

Go beyond GRPs and impressions, plan linear schedules based on desired reach and frequency goals.

DATA-DRIVEN NEGOTIATING

Use **historical viewership, ad occurrence, and cost data from over 120+ networks** to inform upfront negotiations, scatter buys, and OTT.

MULTI-BRAND OPTIMIZATION

Use **4C's audience-driven data engine** - a combination of linear and non-linear global optimization algorithms - to allocate upfront inventory across a portfolio of brands.

SCENARIO-BASED PLANNING

Generate plans from a variety of user-specific scenarios in minutes with visual analysis tools and efficient workflow features for schedule building, bulk editing, multi-tab viewing, white-listing/black-listing, and more.

CLOSED-LOOP REPORTING & MEASUREMENT

Perform detailed analysis comparing **side-by-side charts of planned, purchased, and delivered impressions** for advanced audience target.



Hit your primary demo at a more efficient rate and maximize in-target impressions.

Comparison of actual advertiser plans for 1Q18 with primary demo A18-49

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