



Discover
Explore key audience insights using unique and relevant data.

Execute
Reach target audiences across linear TV, social, and premium digital channels.

Analyze
Evaluate brand performance using real-time measurement tools.

What if you could better understand and adapt to shifting shopping habits?

NBCUniversal

CROSS-CHANNEL AUDIENCE MANAGEMENT

Bring your own preferred data or use one of 4C’s unique data sets - like TV ad exposure and viewership - to create cross-channel audiences for which you can optimize reach and frequency across TV, social, and digital channels.

ACTIONABLE AUDIENCE INTELLIGENCE

Uncover brand-specific audience personas and behavioral insights, and leverage unique 4C audiences and targeting to activate against surfaced insights.

TRANSPARENT REACH

Engage audiences with a consistent message at every critical touchpoint with a growing marketplace of brand-safe, premium social, digital, and linear TV partners.

CROSS-CHANNEL TV SYNCING

Reach the most relevant audiences at crucial and impactful times by syncing social, search, and digital ads to specific TV programs or ads, as well as live sporting events.

REAL-TIME BRAND MEASUREMENT

Harness trends in audience engagement, TV and social creative stickiness, and competitive benchmarks to measure brand impact and test the effectiveness of new products and messages.



*Surveyed 4C CPG clients report an increase since using the platform.
Source: TechValidate 2018*