



**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.

How are you using consumer insights to connect with your decision makers?

**NBCUniversal**

**RICH AUDIENCE INTELLIGENCE**

Maintain a customer-centric approach with insight into what’s resonating with target consumers across products and competitors using brand and competitive affinity data, audience personas, ad effectiveness, and more.

**DATA-DRIVEN ENGAGEMENT**

Integrate online and offline data to create and target unique segments using personalized creative that speaks to their needs and preferences across channels and devices.

**OMNICHANNEL REACH**

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

**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.

**EFFICIENT TOOLS FOR SCALE**

Increase overall performance of your program with advanced, cross-channel solutions for producing and managing hundreds of creative permutations, automating pacing and campaign optimizations, creating URL templates, and more across products and categories.



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