

Discover
Tap into consumer insights influencing your decision makers.

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

Analyze
Centralize campaign reporting for robust analysis across lines of business.

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

NBCUniversal

SECURE CROSS-CHANNEL AUDIENCE MANAGEMENT

Bring your own preferred data or use one of 4C’s unique data sets to create and manage audiences across TV, social, and digital channels. Protect consumer data with a user-level permissions and strict privacy compliance within a centralized, self-serve platform.

INFORMATIVE AUDIENCE INSIGHT

Explore unique consumer insight to understand the preferences and expectations of your key business decision makers. Further leverage creative and competitive intelligence, as well as media consumption to inform cross-channel planning, budget allocation, and more.

TRANSPARENT REACH

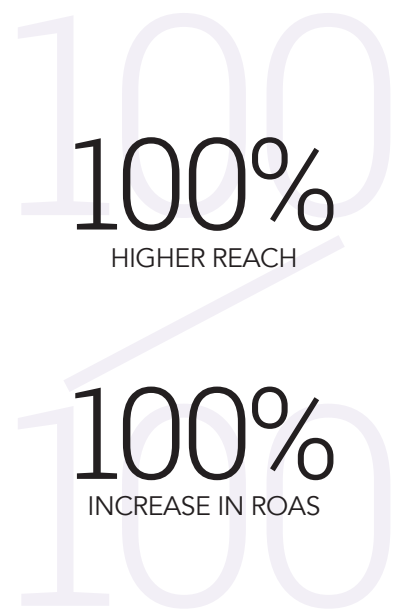
Engage audiences with a consistent message at every critical touchpoint with a growing marketplace of brand-safe, premium social, digital, and linear TV partners.

REAL-TIME TV SYNCING

Capture consumer attention and create buzz around major sponsorships by syncing social, search, and digital ads to your, or your competitor’s, TV ads, TV programs, as well as live sporting or weather events.

INTEGRATED REPORTING AND MEASUREMENT

Analyze holistic campaign and brand performance through a customizable reporting system within a single sign-on environment.



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

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