



Discover
Uncover audience intelligence from unique and relevant data sets.

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

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

What if you had the tools and insight to gain a competitive edge?

NBCUniversal

MEANINGFUL BRAND-SPECIFIC INSIGHT

Harness unique audience insight, TV creative stickiness, and competitive intelligence to unlock new audiences, inform cross-channel media planning, analyze brand sponsorships, and more.

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 audiences you can reach across TV, social, and digital channels. Subsequently use insights about your audiences in planning and analytics.

REAL-TIME TV SYNCING

Cut through the noise and increase awareness and engagement of your brand during key moments or 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.

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.

INTEGRATED REPORTING AND MEASUREMENT

Analyze reporting in one consolidated location, customizing reports to specific needs, metrics, and schedules across lines of business.



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

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