PACING DASHBOARD

How much time would you save with automated pacing?

KEY BENEFITS

Monitor pacing and KPI trends across publishers from a single visual and actionable dashboard.

Ensure you don't over - or under-spend budgets with optimization recommendations based on 4C machine learning.*

Ensure you don't over- or under-spend budgets with predictive optimization recommendations for Facebook, Instagram, Pinterest, Snapchat and Amazon based on 4C machine learning.

Support for Twitter and LinkedIn Recommendations coming soon

"
The time saving and efficiencies are lifesavers. We are able to traffic, report, and optimize all in a single interface and able to quickly and easily check campaign pacing.

Kelly Davis, *Marketing Manager, Chipotle*


PACING DASHBOARD

KEY FEATURES

INITIATIVE SETUP

Pacing Initiatives are comprised of any combination of Campaigns and Ad Sets/ Ad Groups/Ad Squads. When creating, input details like flight dates, budget, entities, manual/automatic optimizations, goal KPIs, and pacing style. For auto-optimization, all Ad Sets nested within the selected Campaigns will be optimized. If multiple Campaigns are selected, budget will be optimized fluidly across all Ad Sets, regardless if they are in the same Campaign.

DASHBOARD

Filter and sort views to surface the most important initiatives based on performance, date, and more. Easily view and compare spend-to-date against ideal spend, while simultaneously looking at performance-to-date against a KPI goal. Easily share pacing data with others across the organization or perform additional analysis by exporting specific initiatives or all initiatives into an Excel spreadsheet.
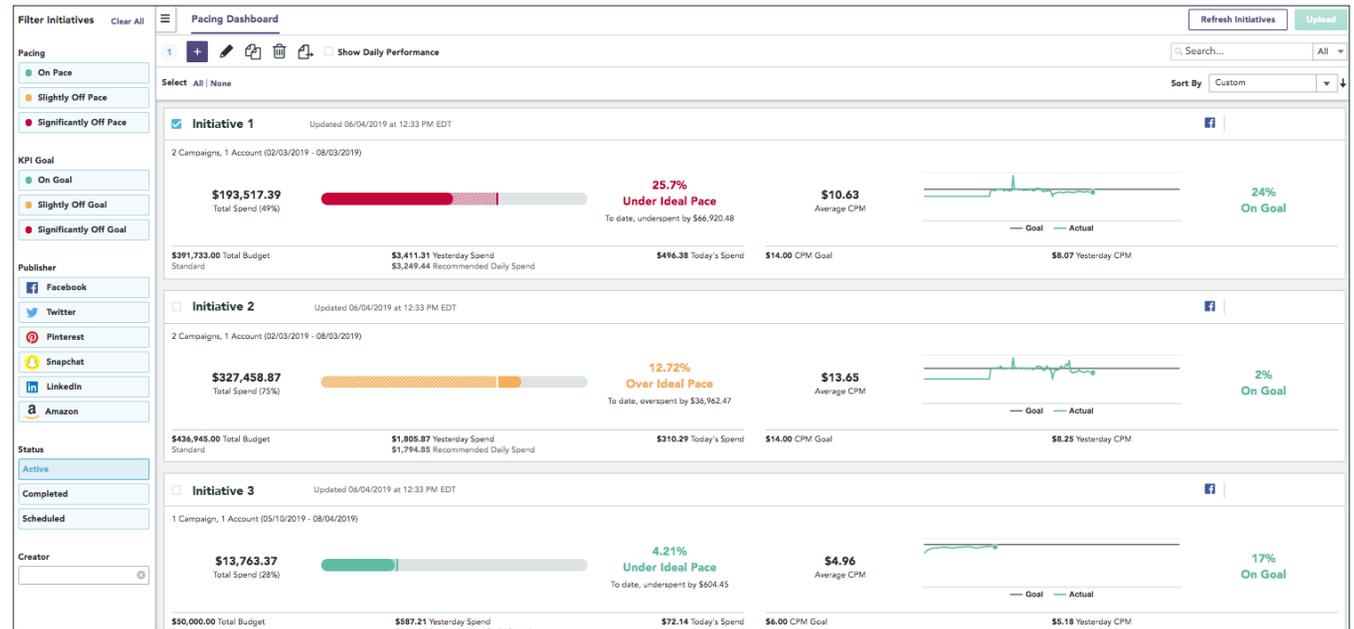
Example shown for Facebook ad structure. This feature is supported for Amazon, Snapchat and Pinterest ad structures as well.

RECOMMENDATIONS*

View and approve budget reallocation optimizations powered by 4C's proprietary machine learning algorithm. The platform will either automatically implement or surface daily (?) in-platform budget recommendations to drive the best performance. In-platform recommendations include entity name, recommended budget change, and before & after values. Export a change log of historical recommendations, including if they were applied, and by whom.

*Auto-optimization feature is currently in beta, please reach out to your 4C contact with your desired KPI for more information on testing.

4C | scope

The leading self-service software for brands to execute video-centric marketing and optimize business outcomes.

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