



VALUE

Prove the value of marketing to your business.

Measure your most valuable outcomes across channels

Enable a measurement approach across TV and digital channels that helps you understand the online and offline outcomes being driven by your investment.

Map your preferred measurement data to social campaigns

Increase the value of your social investment bringing preferred 'source of truth' measurement data into the same platform where you're managing and optimizing campaigns. Analyze the impact various audience, creative, and other tactics have on conversions or other actions.

Make TV as accountable as digital

Adopt a performance marketing mindset to test and learn in TV and OTT using first-party data deterministically tied to measurement.

KEY CAPABILITIES

- TV/OTT attribution
- Outcome data ingestion
- Store visitation measurement
- Global reporting center
- Visual insights dashboard

TESTIMONIAL

"4C has delivered tremendous results for our ecommerce program, allowing us to increase in social investment of 120% and see ROI increases on campaigns of up to 4 times the average. We are keen to expand into additional channels with 4C as its vision for multi-screen marketing is spot on with how we want to engage with our audiences."

Bryan Benavides, Director of Digital Marketing, Abt Electronics