



VELOCITY

Discover and activate audience-based insights at scale.

Gather audience intelligence

Learn more about your customers and prospects with a wide range of insights like demographics, purchase-behavior, affinities, and more.

Explore and activate rich audience opportunities

Onboard your own first-party data, or tap into a robust list of premium data providers to create audiences you can reach across TV, OTT, and social channels.

Plan audience-centric, cross-channel campaigns

Maximize audience reach and campaign goals across TV and OTT with proprietary data science that optimizes reach in OTT for audiences who don't watch linear TV.

KEY CAPABILITIES

Cross-channel audience management

First-party data onboarding

Premium audience marketplace

Competitive conquering

TV reach extension

TESTIMONIAL

"We've achieved not only good results but we've been driving innovation on new audiences and formats, thanks to 4C."

*Carolina Boeri,
Vice President, Media &
Performance Marketing
at Beamly - Coty Inc*