



VIDEO

Orchestrate inspiring campaigns across channels.

Integrate TV and video planning and buying

Power cross-channel video strategies across TV and OTT with common audience definitions and reach optimization in a single self-service platform.

Drive better outcomes on paid social

Improve performance and control campaigns with ease using sophisticated, cross-platform solutions for managing and optimizing video-centric campaigns across Facebook, Instagram, Twitter, Snapchat, Pinterest, and LinkedIn.

Maximize return of shopping campaigns

Scale product success with catalog-based campaigns across Amazon, Facebook, and Pinterest. Up-level your product advertising with unique video-based catalog solutions and gather meaningful insight about which products are performing.

KEY CAPABILITIES

- Audience-driven linear TV
- Programmatic reserved and unreserved OTT video
- Advanced social buying
- Cross-channel product ads
- Personalized creative

TESTIMONIAL

"We partnered with 4C to more deeply understand and plan against television's influence on social brand engagement to further enable our advertising partners to effectively connect with their target audiences and optimize spend across all platforms and screens."

*Howard Shimmel,
Chief Research Officer,
Turner Broadcasting*