



**Discover**  
Gain new insights about prospective and loyal audiences.

**Execute**  
Reach the same target audiences across premium media channels.

**Analyze**  
Evaluate full-funnel actions in one integrated platform.

What if you could better understand and adapt to shifting buying habits?



**CROSS-CHANNEL AUDIENCE MANAGEMENT**

Bring your own preferred data or use one of 4C's unique data sets - like social brand affinity - to create audiences you can reach across TV, social, and digital channels. Subsequently use insights about your audiences in planning and analytics.

**MEANINGFUL BRAND-SPECIFIC INSIGHT**

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

**TRANSPARENT REACH**

Engage tier 1, 2, and 3 audiences with a consistent message at every critical touchpoint with a growing marketplace of brand-safe, premium social, digital, and linear TV partners.

**REAL-TIME TV SYNCING**

Reach the most relevant audiences at crucial and impactful times by syncing social, search, and digital ads to your, or your competitor's, TV ads, as well as live sporting events.

**INTEGRATED REPORTING AND MEASUREMENT**

Analyze holistic campaign and brand performance through a robust, flexible reporting system within a single sign-on environment.



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

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