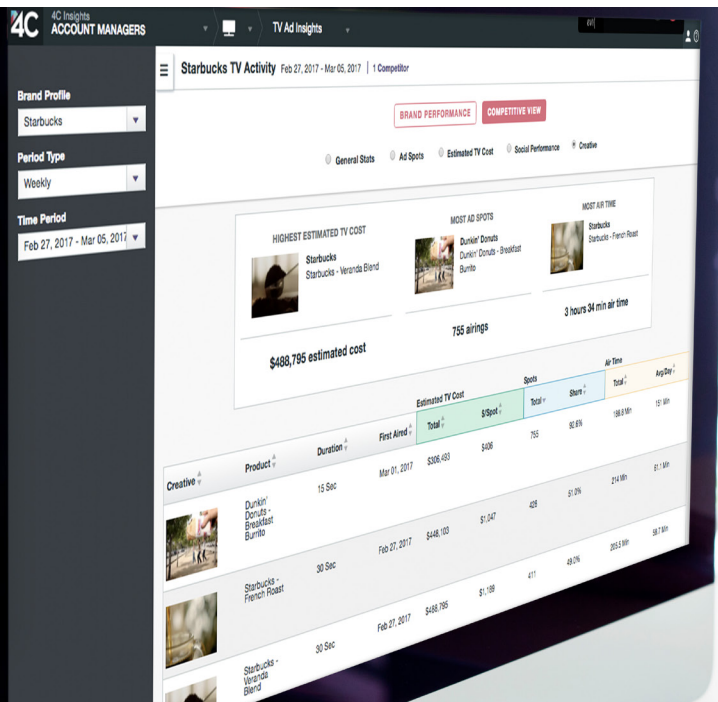




TV Ads

POWERED BY THE 4C INSIGHTS AFFINITY GRAPH™



How advanced is your TV buying?

Activate data-driven audiences with predictive tools that index high for your targets. Automate the transaction process with our integrated UI and gain deep insights with on-demand reporting.

PLAN WITH INTELLIGENCE

Apply predictive data science that recommends the best placements and inventory based on your target audience.

BUY PROGRAMMATIC TV INVENTORY

Access inventory from leading sell-side suppliers within a single platform.

MANAGE CAMPAIGNS

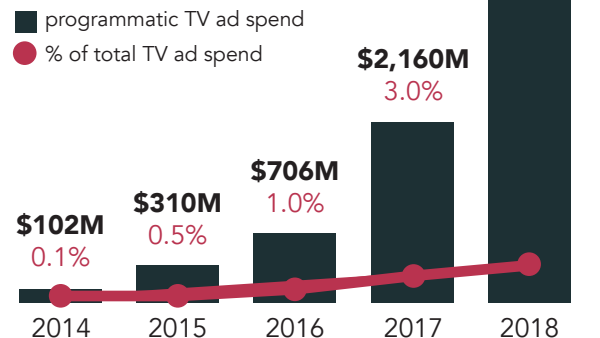
Build and optimize campaigns in a clean, simple workflow that enables automation, but with the necessary controls.

Not only has 4C helped us improve marketing results for clients, but they also deliver operational efficiencies by enabling our team to activate seamless, multi-channel campaigns at once quickly and easily.

JASON DAILEY, VP PRECISION MARKETING, MEDIAVEST

PROGRAMMATIC TV AD SPENDING

eMarketer, June 2016



VISIT 4CINSIGHTS.COM OR FOLLOW @4CINSIGHTS