



Connect with 4C

The partnership between 4C Insights and Mediaocean means tighter integration between planning, buying, and measurement--across social media and linear television, the two most synchronous media channels. This connectivity empowers marketers to combine activation and analytics to achieve better return on ad spend (ROAS).

4C is a global leader in data science and media technology with solutions for multi-screen marketing. 4C is the only company to combine historical TV airings, real-time TV monitoring, household-level viewership, and social media engagement into actionable sets of data for marketers to identify, reach, and influence consumers. With over \$1B in annual media spend running through its SaaS platform, 4C offers activation on Facebook, Instagram, Twitter, LinkedIn, Pinterest, Snapchat, and NBCU Universal, as well as TV Synced Ads across display, search, social, and video.

Mediaocean's Connect Partner Platform brings together the largest advertising agencies in the world with the latest inventory suppliers, data providers, ad servers, and third-party technologies. Through Connect, agencies can discover, customize, and access a complete ecosystem of advertising to help deliver their advertising messages directly to a changing audience.

4C INSIGHTS AFFINITY GRAPH™

Identify your most valuable audiences and how they interact with media, technology, and each other by mapping millions of TV households and thousands of brands to billions of social media users.

TELETRAX™ TV MONITORING NETWORK

Suppliers and brand advertisers can leverage paid, earned, and owned media analytics to determine precisely when, where and how their video content is being used on over 2100 channels in 76 countries around the world.

MULTI-CHANNEL SYNC

Marketers can trigger ads across all digital channels –social, video, display, search – based on real-world, events. And, within a single dashboard, compare side-by-side, social, digital and traditional media spending.

WHAT PLATFORM IS THE PARTNER AVAILABLE ON?

Spectra OX/DS for linear TV and Prisma for social advertising management.

WHAT ARE THE BENEFITS OF THIS PARTNERSHIP?

The partnership between 4C's TV suite and Spectra provides agency buyers with deeper access to audience-driven recommendations for upfront planning, schedule optimization, and scatter buying. Additionally, for the first time, marketers can efficiently manage paid campaigns and performance data across Facebook, Instagram, Twitter, Pinterest, Snapchat and LinkedIn in a unified way.

HOW DO I GET STARTED?

Please contact your Mediaocean account manager to get started today.

For more information please visit www.4cinsights.com

