

## What will you do with all the time you save?

Power paid social with ease on the first self-service platform for advertising across Facebook, Twitter, LinkedIn, Pinterest, Instagram, and Snapchat. Discover new audiences using the 4C Insights Affinity Graph™ in Social Ads to drive real results across the entire funnel.



### SCALE COMPLEX CAMPAIGNS

Maximize results with time-saving tools for bulk-editing and campaign/targeting duplication, as well as auto-optimization.

### TARGET WITH PRECISION

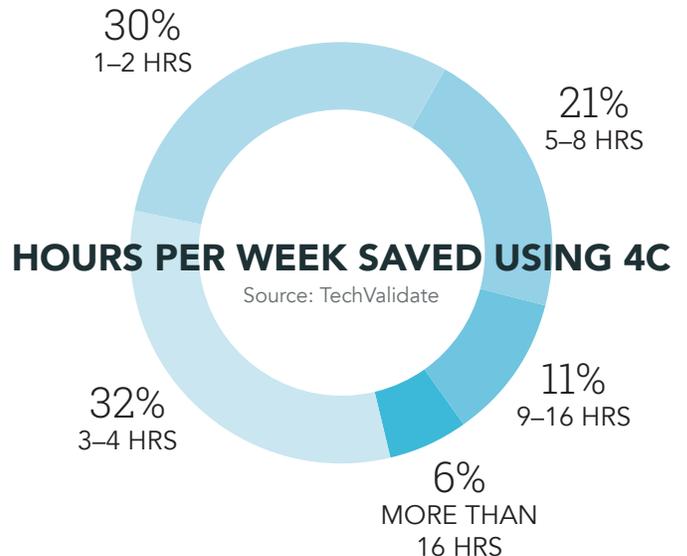
Capture consumers inclined towards your brand with targeting built on predictive data science.

### REACH AUDIENCES EVERYWHERE

Capitalize on pre-optimized, custom segments applied across multiple ad formats and networks.

4C provides an easy-to-use holistic platform which makes managing any portfolio of accounts much simpler. Paired with exceptional product management, 4C is the most powerful platform on the market.

MIKE CONSIGLIO, SOCIAL SUPERVISOR, RESOLUTION MEDIA



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## 4C ranked #1 in customer satisfaction for social advertising software

The Spring 2017 Social Advertising Grid Report ranks social advertising software products based on actual user reviews. 4C earned the highest overall customer satisfaction rating and was named a leader for the second straight time, recording the most reviews with over 140 of our clients taking the time to rave about 4C Social Ads.

While the managed service solutions provided by others on the G2 Crowd grid typically rely on people to fill any holes in their platform, our commitment to self-service requires us to solve problems with code and productize all enhancements. In so doing, we're able to deliver a seamless user-experience with advanced features that are straightforward out-of-the-box and boost performance for campaigns of all shapes and sizes.

### 4C is a social media powerhouse.

4C has given us the ability to create our highest performing prospecting audiences for our clients — across industries — through using the affinity and social search functions. These audiences are powerful because they are both relevant and backed up by REAL engagement data.

The customer service they provide is also AMAZING and I love how dedicated the 4C team is to educating our team about the most up-to-date platform features.

Smart Groups and all of 4C's sync features provide an advanced level of control of media buying technology that provides a highly intelligent, personalized ad experience for our audiences.

Lastly, I love how 4C has prioritized the integration of social and TV as this is going to ultimately be the future of social advertising.

SARAH TIMMINS, SENIOR INTERNET MARKETING CONSULTANT, RISE INTERACTIVE



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