



ADVANCED SOCIAL ADVERTISING



Discover
Uncover new audiences with unique targeting and predictive data science.

Execute
Power paid social with ease from an intuitive self-serve platform.

Analyze
Evaluate performance across publishers with transparency.

What if you had an integrated platform to take your social practice to the next level?



PRECISE AUDIENCE TARGETING

Bring your own data or use one of 4C's unique data sets — like TV viewership and ad exposure — to create custom audiences you can reach across leading social channels. Further capture consumers inclined towards your brand with targeting built on proprietary, predictive data science.

EFFICIENT CREATIVE MANAGEMENT

Cut your ad creation and launch process in half by streamlining your entire process. Permission various stakeholders at the user level to maximize efficiency, create and share previews for approval before launch, and easily distribute creatives across platforms from a single location.

AUTOMATED CAMPAIGN PACING

Gain hours of time back without having to manually pace campaigns. Integrate and monitor campaign pacing from a single dashboard that surfaces optimization recommendations to improve results.

COMPLEX TOOLS FOR SCALING

Maximize results with advanced tools beyond native ad platforms for bulk editing and campaign/targeting duplication, daily and lifetime budgeting, creating URL templates, as well as auto-optimization, alerts, and more.

CONSOLIDATED REPORTING

Surface global campaign insights with a single reporting interface that allows you to track custom KPIs across inventory, campaigns, and teams.



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

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