



**Discover**  
Explore unique audiences to uncover optimal TV plans.

**Execute**  
Inform linear planning, allocate upfront inventory, and activate NBCU scatter buys.

**Analyze**  
Understand campaign audience delivery.

What if you could maximize in-target impressions at a lower cost?

**SECONDARY AUDIENCE TARGETING**

Create custom audiences that power planning and buying using **4C's unique data sets or your own preferred data.**

**REACH/FREQUENCY PLANNING**

**Go beyond GRPs and impressions,** plan linear schedules based on desired reach and frequency goals.

**DATA-DRIVEN NEGOTIATING**

Use **historical viewership, ad occurrence, and cost data from over 120+ networks** to inform upfront negotiations and scatter buys.

**MULTI-BRAND OPTIMIZATION**

Use **4C's audience-driven data engine** - a combination of linear and non-linear global optimization algorithms - to allocate upfront inventory across a portfolio of brands.

**SCENARIO-BASED PLANNING**

**Generate plans from a variety of user-specific scenarios in minutes** with visual analysis tools and efficient workflow features for schedule building, bulk editing, multi-tab viewing, white-listing/black-listing, and more.

**CLOSED-LOOP REPORTING & MEASUREMENT**

Perform detailed analysis comparing **side-by-side charts of planned, purchased, and delivered impressions** for advanced audience target.



Hit your primary demo at a more efficient rate and maximize in-target impressions.

*Comparison of actual advertiser plans for 1Q18 with primary demo A18-49*