

FROM THE CUSTOMER JOURNEY TO THE BOTTOM LINE.

More than 100 sales measurement studies prove 4INFO delivers a positive return on ad spend based on in-store sales transactions.

At 4INFO, we help advertisers drive meaningful results in their mobile and cross-channel campaigns by delivering the right message to the right audience at moments that matter.

We begin by leveraging third-party segmentation and purchase data, or even your own CRM data, to precisely target your audience. Then, thanks to our unbeatable reach, accuracy and experience in running successful measured campaigns, we produce the results you need to prove the value of your mobile strategy. And your valuable customer data becomes a marketable asset that can help grow your business.

WE'RE NOT JUST A PLATFORM. WE'RE A LAUNCHPAD.

4INFO is more than an ad tech platform. By connecting the dots between your digital and offline data, we provide true precision targeting with the ability to measure return on ad spend based on incremental sales transactions, no matter where they occur. So you can launch powerful campaigns that enhance brand awareness, deliver timely offers and, most important, boost your bottom line.

Pinpoint accuracy keeps your campaigns on target.

The key to precision targeting is accurately matching people to their mobile devices. Other platforms say they can, but only 4INFO's patented Multi-Clustering™ Method is as accurate as deterministic methods, and does it without the limitations on reach typical of "walled garden" publishers. With our industry-best match rates to third-party purchase data, as well as your own CRM data, you can turn your most valuable prospects into your most loyal customers.

When it comes to reach, less is definitely not more.

Precisely defining your audience is a vital first step. Reaching enough of those valuable prospects to move the needle is the next. That's where a lot of providers fall short. 4INFO reaches 95% of all U.S. smartphone users across all of their screens. That's more than 300 million mobile devices in over 100 million households. So in this case, more is definitely more.

With 4INFO, measurement is treasurement.

Everyone says they can measure response. But clicks and store visits aren't enough. 4INFO has deep experience measuring return on mobile ad spend based on actual in-store sales transactions. In fact, we've conducted more than 100 sales measurement studies on real-world campaigns. And our clients have seen more than \$100 million in incremental sales lift directly attributed to their mobile ads. With 4INFO, measurement is pure gold.

1st class partnerships for world class results.

4INFO partners with industry-leading data providers, inventory exchanges and technology experts to keep your campaigns on the mark, and on the money.

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4INFO
Ready. Aim. Measure.