



# POSITIVE PROGNOSIS FOR HEALTHCARE CONSUMERS

More than 200 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 healthcare data to precisely target your audience while maintaining HIPAA compliance. Then, thanks to our unbeatable accuracy, reach and experience in running successful measured campaigns, we produce the results you need to prove the value of your mobile strategy.

And your valuable advertising data becomes a marketable asset that can help grow your business.



# ACCURACY, REACH AND MEASUREMENT, A POWERFUL PRESCRIPTION FOR SUCCESS

## 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. In fact, in a recent pharmaceutical brand campaign, 4INFO reached an audience that was 10 times more targeted than the general population.

## With 4INFO, measurement is treasurement.

Everyone says they can measure response. But clicks aren't enough. 4INFO has deep experience measuring return on mobile ad spend based on actual incremental lift in revenue. In fact, we've conducted more than 200 sales measurement studies on real-world campaigns. And our clients have seen more than \$250 million in incremental sales lift directly attributed to their mobile ads. With 4INFO, measurement is pure gold.

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

Precisely defining your audience is the 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.

## 1st class partnerships for world class results.

4INFO works with industry-leading partners such as Crossix to keep your mobile and cross-channel campaigns on the mark, and on the money. Crossix has developed predictive data models that combine Rx, OTC and medical data with a host of consumer data such as demographics, geography and lifestyle factors. The modeled data can help 4INFO and Crossix identify and reach consumers with the highest propensity for a specific behavior, like treatment within a condition category. And since an individual's actual health data is never used in the application of the models for media targeting purposes, consumer privacy is preserved.

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Ready. Aim. Measure.