

The background of the top half of the page is a photograph of a person in a retail store. The person is wearing a white t-shirt and black pants, and is carrying a large, white, rectangular box. They are walking on a light-colored wooden floor. In the background, there are racks of clothing and a window with a view of a building outside. The lighting is bright and warm, suggesting an indoor setting with large windows.

WITH THE RIGHT INSIGHTS, THE CUSTOMER JOURNEY LEADS TO YOUR DOOR

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 purchase data, or even your own CRM data, to precisely target your audience. 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 customer data becomes a marketable asset that can help grow your business. Perhaps that's why six of the top 10 retailers in the U.S. already use 4INFO.



ACCURACY, REACH AND MEASUREMENT, NOW AVAILABLE AT A RETAILER NEAR YOU

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 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.

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 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.

1st class partnerships for world class results.

4INFO works with industry-leading partners such as Nielsen to keep your mobile and cross-channel campaigns on the mark, and on the money. Nielsen Buyer Insights offers best in class coverage of transactional data, through their unique Full Wallet View across payment networks covering nearly 125 million unique cardholders.

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4INFO
Ready. Aim. Measure.