



You'll probably think

WE'RE LYING

about linking mobile ads to in-store sales

250+ INDEPENDENT MEASUREMENT STUDIES LINK MOBILE AD EXPOSURE TO SALES AT THE REGISTER.

A lot of providers claim they can measure your mobile ad campaigns. But when you dig deeper, you'll find that no one beats 4INFO's pinpoint targeting, unbelievable reach and experience at linking mobile ad exposure to actual sales at the register.

We'll gladly tell you

THERE'S NO WAY

to beat our reach
of smartphone users

**4INFO REACHES 95% OF U.S.
SMARTPHONE USERS TO DELIVER
HIGHLY IMPACTFUL CAMPAIGNS.**

Precise purchase-based targeting is the most efficient way to drive sales, as long as you can reach enough prospects. With 4INFO, that's not a problem. No wonder more than 200 of the biggest brands count on 4INFO to deliver their ads and boost their sales.



People have said

IT'S NOT POSSIBLE

to accurately target
based on purchase history



4INFO MATCHES DEVICES TO PEOPLE AT A HOME ADDRESS FOR TRUE PURCHASE-BASED TARGETING.

4INFO's patented Multi-Clustering™ process matches mobile devices to households as accurately as deterministic methods, and does it without reach limitations. So you can launch precisely targeted campaigns to all screens in the household, then measure the results in actual sales at the register.

Some people believe

WE CAN'T

pinpoint healthcare consumers with mobile ads

4INFO AND CROSSIX CAN REACH AUDIENCES 10X MORE TARGETED THAN THE GENERAL POPULATION.*

Our partnership with Crossix allows pharma brands to deliver mobile ads to relevant audiences at scale while maintaining HIPAA compliance. And thanks to Rx, OTC and medical data from the Crossix network, you can then measure the results of your campaign in conversion to sales.

*Based on a recent brand campaign analysis.
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Most of you

DON'T BELIEVE

it's possible to measure
engagement all the way
to the cash register

4INFO's FULL FUNNEL ANALYTICS™ TRACKS MOBILE RESPONSE FROM THE FIRST CLICK TO THE FINAL SALE.

You may already track taps, views and store traffic. But if you're not measuring actual sales at the register, then you're not seeing the full picture of mobile ad success. With Full Funnel Analytics,™ 4INFO clients are measuring customer response throughout the sales funnel to deliver a meaningful return on ad spend.

Prepare to believe

IT'S TRUE

that 4INFO makes the most of your
mobile and cross-channel campaigns

FOR MOBILE AD SUCCESS, GET MORE WITH 4INFO.

There are lots of mobile ad platforms to choose from. But 4INFO gives you more. More accurate targeting. The ability to reach more smartphones. More measurement capabilities, from actual in-store sales to Full Funnel Analytics™. More first and third-party data. More insights. More value from your mobile campaigns.



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**Independent
measurement
studies link mobile
ad exposure to
incremental sales
at the cash register.**

INDEPENDENTLY MEASURED. UNEQUIVOCALLY TREASURED.

Why do so many top brands serve their mobile ads on the 4INFO platform? Because they can measure the results in added in-store sales. In fact, 4INFO campaigns deliver an average in-store sales lift of more than \$800,000. And an average Return on Ad Spend of 256%.

HOW DOES 4INFO DO WHAT SO MANY OTHERS CAN'T?

The key is our patented Multi-Clustering™ process that matches mobile devices to households with the accuracy of deterministic methods, but without reach limitations. 4INFO reaches 95% of all US smartphone users across all of their screens. That combination of accurate targeting and massive reach is why 4INFO is the only mobile platform to deliver proven incremental sales of more than \$250 million.



GOT TIME FOR AN ELEVATOR PITCH?

It doesn't take long to see why 4INFO is the right mobile ad platform for so many top brands. Watch our short elevator pitch videos to learn more about pinpoint targeting, unbelievable reach and the Holy Grail of Measurement, actual in-store sales at the cash register.

Visit 4info.com/video.

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