



## 4INFO

### Fast Facts

**Address:** 460 Park Avenue South, 12th floor, New York, NY 10016

**Phone:** 800-206-8818

**Email:** ldevall@4info.com

**Year Founded:** 2004

**Employees:** 60

**Sample Clients:** AstraZenica, Boehringer Ingelheim, Johnson & Johnson, Mylan Pharmaceutical, Novartis, Pfizer

**New Business Contact:** Lynne Devall

### COMPANY PROFILE

4INFO offers a mobile-first ad tech platform that enables national pharma brand advertisers to target audiences across mobile devices and desktops very precisely and then measure the success of those campaigns based on actual sales lift.

4INFO has hundreds of brands relying on its ad tech platform — including eight of the top ten largest CPG companies, six of the ten largest retailers, and the five largest auto manufacturers. 4INFO's technology reaches more than 95% of U.S. smartphone users in more than 100 million households using a highly accurate patented method that doesn't rely on cookies, IP addresses, or probabilistic modeling. As the leader in sales lift measurement of mobile ad campaigns, 4INFO has powered more than 200 measurement studies with impressive results, including a Return on Ad Spend (ROAS) averaging 272% and as high as 1,000%. 4INFO is headquartered in San Mateo, California, and has offices in New York, Los Angeles, and Chicago.

### SERVICES AND OFFERINGS

4INFO partners with Crossix for programmatic audience targeting and campaign measurement solutions. With deep consumer and healthcare professional (HCP) expertise, Crossix delivers hard-to-come-by audience and campaign insights. The proprietary Crossix data network of Rx, OTC, medical, and consumer data enables actionable cross-channel measurement with best-in-class privacy safeguards far exceeding HIPAA requirements.



What non-mobile channel do you expect will see the most growth this year in terms of use by health-care brands, and why?

“Digital growth is expected, particularly as healthcare brands seek to reach increasingly niche audiences. For speaking to targeted groups, traditional mass marketing channels result in a lot of waste on unqualified audiences. It makes more economic sense to reach these smaller populations through digital engagement. Growth will go to digital products offering effective targeting capabilities and opportunities for consumer engagement.”

**Tim Jenkins**

CEO

This enables pharma marketers to identify, reach, and engage with relevant mobile and online audiences based on predictive health data. This proven approach goes beyond the more traditional demo/geo and contextual-based targeting approaches by leveraging a wide breadth of audience data sets.

Mobile is the fastest-growing channel for media consumption in the U.S. The combination of 4INFO's platform and Crossix data now makes it possible for DTC advertisers to leverage this channel for maximum benefit and measurability, all in a privacy-safe manner.

### CORE CAPABILITIES

**Highly Accurate Targeting:** In a recent campaign, 4INFO's proprietary and patented method of using multiple data points to accurately link devices and people when matched to the modeled Crossix data for ad targeting was proved to yield a targeting accuracy nine times greater than endemic targeting.

**Big Mobile Reach:** To drive meaningful sales, you need to reach enough people with your message — making scale critical, especially when targeting a niche audience. With 4INFO's platform, brands can reach more than 95% of U.S. smartphone users across all of their mobile devices.

**Meaningful Campaign Measurement:** Measure and optimize mobile ad campaigns based on what really matters: actual incremental lift in prescription sales and revenue, using a true test and control measurement approach.