

DATE

January 16, 2020

SECTORS

Media & Telecom
Technology & Software

DEAL TYPE

M&A Advisory

DEAL LOCATIONS



DEAL TEAM



Justin Balciunas
Managing Director

DC Advisory advised 4INFO on its sale to Cadent



DC Advisory, a leading global investment bank, acted as exclusive financial advisor to 4INFO, Inc. (4INFO), a leading North American provider of identity mapping, data onboarding and advanced TV attribution that maps over 500 million screens to over 100 million households, in its acquisition by Cadent, LLC (Cadent) - the largest independent platform for advanced TV advertising and monetisation.

4INFO's data activation platform incorporates a patented audience graph technology which attributes multiple TV devices to a specific household. This highly accurate matching functionality enables national TV advertisers to map universal TV audience segments more accurately and so de-duplicate campaigns and measure more precisely their targeted reach.

Cadent and 4INFO have been technology partners since 2018, and over the past year have more tightly integrated 4INFO's data-activation capabilities into Cadent's buy-side TV planning and activation platform. 4INFO technologies will help national advertisers build higher-performing data-driven television campaigns.