



4screen Media Kit

The Driver Interaction Platform

About 4screen

4screen is the world's first platform that seamlessly connects drivers with their surroundings, offering real-time access to a wide range of services and recommendations.

By integrating with the car's digital interface, 4screen utilizes unique vehicle data points to connect drivers with the most relevant businesses and destinations while complying with the highest safety and privacy regulations.

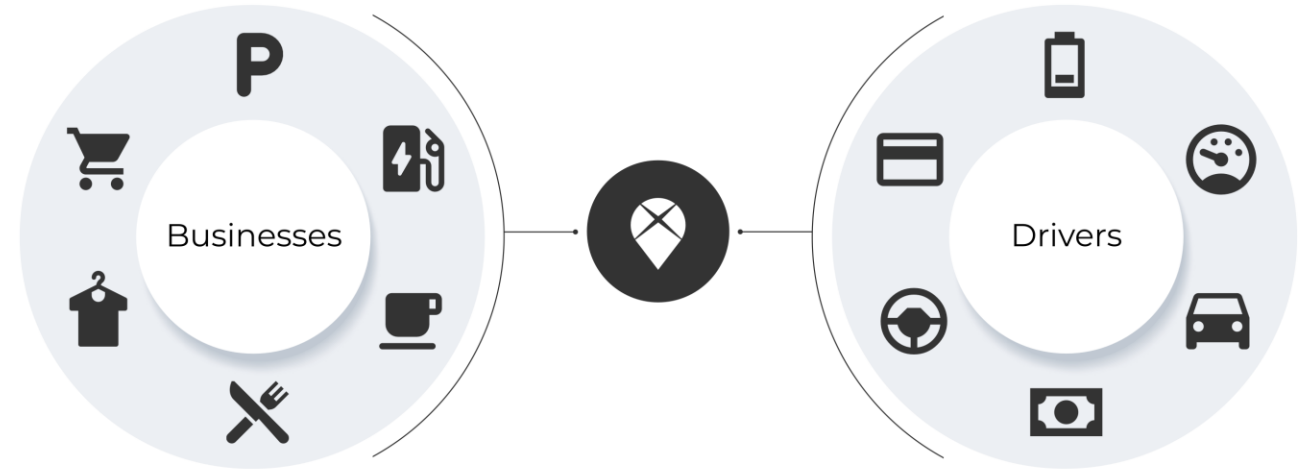
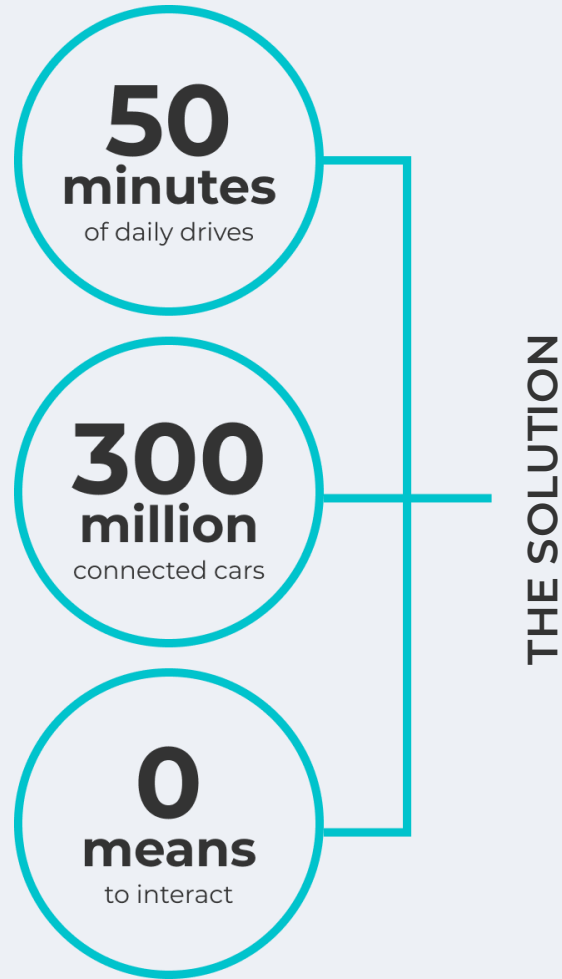
This pioneering platform is currently integrated into top automotive brands, including Mercedes-Benz, Audi, Toyota, Hyundai, Škoda, and Kia, providing businesses with unparalleled access to millions of drivers across ten countries.

Leading brands like McDonald's, Shell, and Tamoil are currently delivering exclusive value-driven content and dynamic recommendations to their customers at their highest moments of need, right through their car screens.



4screen is the first platform

to connect, interact & engage with drivers globally, in real time, across car brands



Despite technological advancements, there has been a significant gap in the ability to communicate and engage with drivers directly through their car screens.

This unexplored potential of today's highly connected cars has remained untapped—until now. Thanks to 4screen, the barrier has been broken, opening new possibilities for interaction and connectivity.



Our Mission

We connect a fragmented world by bringing to life a network of businesses, drivers and mobility providers.

4screen is bridging the gap between businesses and drivers, providing drivers with a better in-car experience while benefiting businesses with enhanced visibility and location awareness.

By doing so, we aim to create a world where vehicles are not just a mode of transportation, but an ecosystem for businesses and drivers to interact, connect, and engage with each other.

Our Values

Think big, be bold

We have ambitious goals, take bold decisions.

Take the driver seat

We take ownership, strive for excellence, and apply best practices.

4 everyone

We value our diversity and proactively help each other to succeed while having fun and celebrating progress.

4 wins

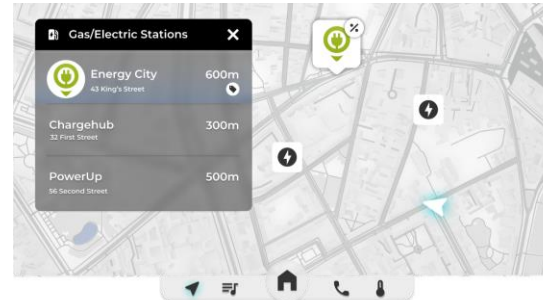
We succeed by adding sustainable value to all 4 players-drivers, mobility partners, businesses, and ourselves.



Our Solution

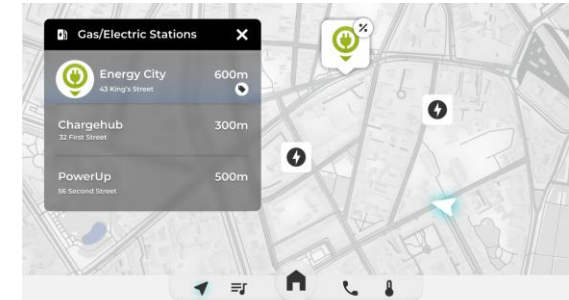
4screen has created **4 distinctive ad formats** that allow businesses to interact with drivers in real time through the car screen.

Branded Pin



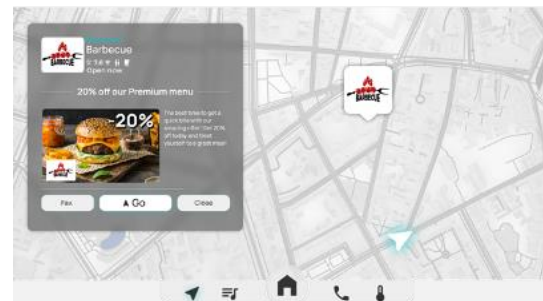
Build location, brand and offer awareness to nearby drivers

Sponsored In-Car Search



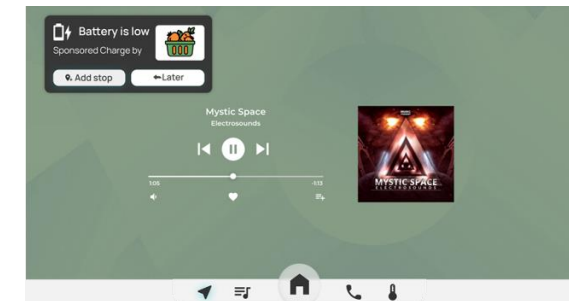
Translate driver interests and intentions into navigations

In-Car Detail Screen



Showcase your offers for maximum attention and engagement

In-Car Recommendation



Recommend your location as the perfect destination for drivers' needs



How we target drivers



Today

- ☒ Time
- ☒ Location
- ☒ Destination
- ☒ Car brand
- ☒ Car type
- ☒ Engine
- ☒ Moments of need
(low fuel, hunger, fatigue)

Tomorrow

- ☐ # of passengers
- ☐ Demographics
- ☐ Shopping preferences
- ☐ Brand preferences

Unique car data provides access to target consumers in moments that matter

How You Can Measure Campaign Success



Visibility



Impressions

Number of impressions delivered to the users for each of the formats



Reach

Audience we are reaching with each campaign



Engagements

All interactions that users have with the ads (clicks on the pin, click on detailed screen,...)

Conversion



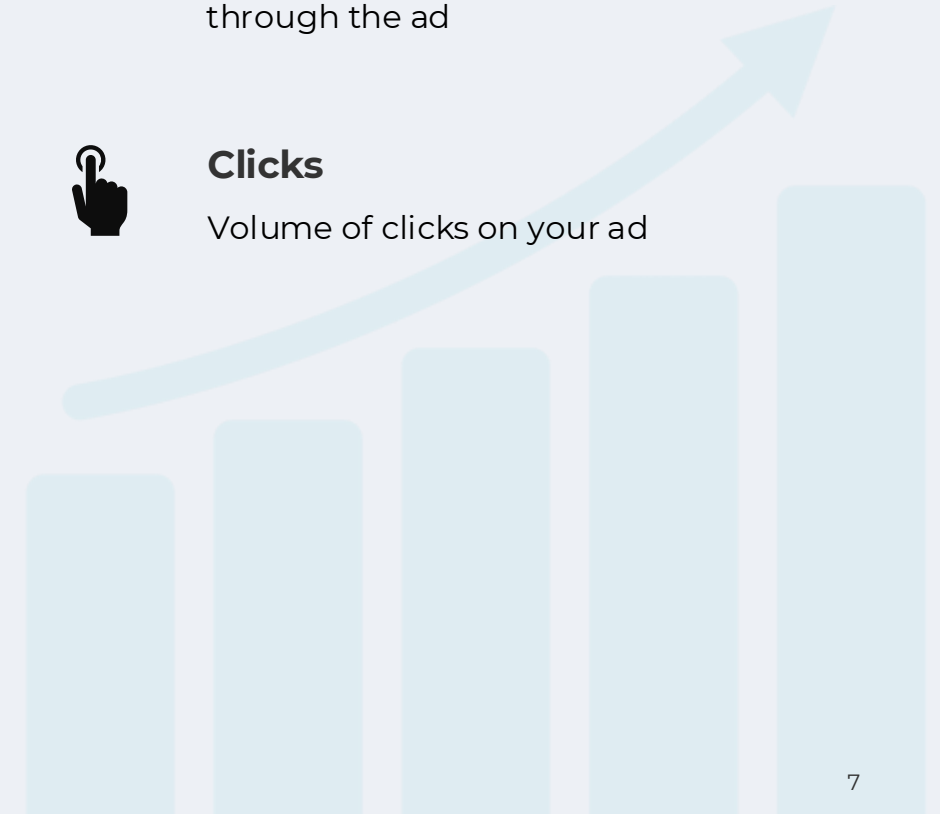
Navigations

Volume of users who have navigated to your locations through the ad



Clicks

Volume of clicks on your ad



Partners & Clients



4screen has formed remarkable partnerships with some of the world's most well-known global brands.

These brands trust in our innovative technology to effectively connect and interact with their customers, allowing for a more personalized and engaging advertising experience.

TRUSTED BY TOP BRANDS



McDonald's



WAITROSE
& PARTNERS

Additionally, 4screen partners with leading car manufacturers and mobility providers, who rely on our solution to offer their customers the best possible driving experience by connecting the vehicles to relevant points of interest along their routes. These partnerships are a testament to the quality and reliability of our technologies, and we are proud to work alongside such respected and innovative organizations.

INTEGRATED INTO TOP AUTOMOTIVES



Success stories



McDonald's achieved 108% weekly growth in navigations to their branches because of 4screen

4screen enables businesses to drive customers to their stores and reach millions of customers when they need it most – giving them the best retail experience of their lives.

[Learn more about our success stories.](#)



Kaufland saw a significant rise in store Navigations through 4screen's advanced In-Car Offer campaigns

Shell experienced a significant increase in traffic to their locations due to 4screen's In-Car Search campaign



Testimonials



Parking garage
APCOA

Increasing Customer Value

"For the first time ever, through 4screen, we can interact with drivers directly on the in-car screen, when and where it matters while increasing customer value."

- Tobias Beau, APCOA Director Digital Products & Innovation



Supermarket
Coop

Boosting Brand Awareness

"Working with 4screen gave us a viable edge in local market penetration. The in-car marketing approach has not only heightened our brand awareness but also fostered a connection with our customers through personalized, relevant offers. We are excited about what this type of innovation means for our local brand presence in the digital age."

- Lorenzo Sbrilanci & Giovanni Mezzetti,
Coop Alleanza 3.0 Digital Marketing Specialists



Supermarket
Waitrose

Dynamic Campaigns

"After Waze discontinued its services, we needed to find a new way to connect with drivers. And we found that answer with 4screen. Their dynamic campaigns created a significant boost in both awareness and in-store traffic. We are thrilled to have seen such strong results with 4screen."

- Nikky Gamble, Waitrose Digital Marketing Manager
Programmatic & Affiliates

A Team of Proven Automotive & Adtech Experts



21m€ Series A

Founders



Fabian

Co-Founder & CEO
Ex-BMW – AI
recommendations



Simon

Co-Founder & CRO
Ex-BMW – Digital strategy



Christoph

Co-Founder & CTO
Ex-BMW – Tech Lead

Team



- **80+ team** from leading automotive and (ad)tech companies
- **Leadership team** from Google, Salesforce, Daimler, BMW, Gorillas

Selected Investors

co-pace

Mobility specialist

S4S

Adtech specialist

summiteer

BayBG VENTURE CAPITAL



Matthias Müller
Ex-CEO VW



Sir Martin Sorrell
Ex-CEO WPP
Now: S4 CAPITAL



Bram Schot
Ex-CEO Audi
Now: Shell Board



Frank Lindenberg
Ex-CFO Mercedes
Now: Lucid Board

Backgrounds of our team:



Events

4screen is present at leading industry events, including:

IAA»
MOBILITY

OM3

CES

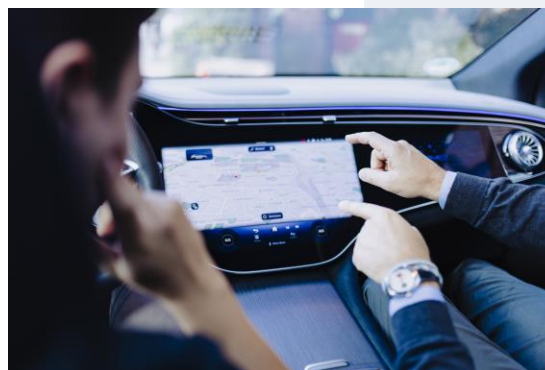
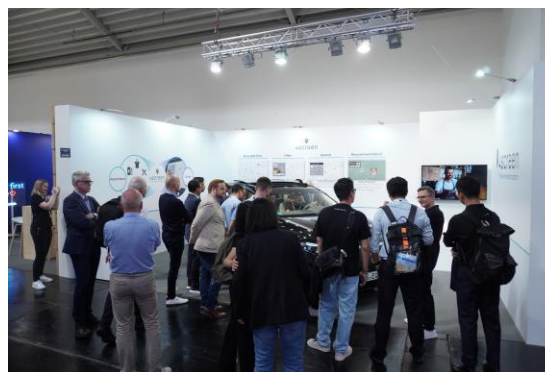
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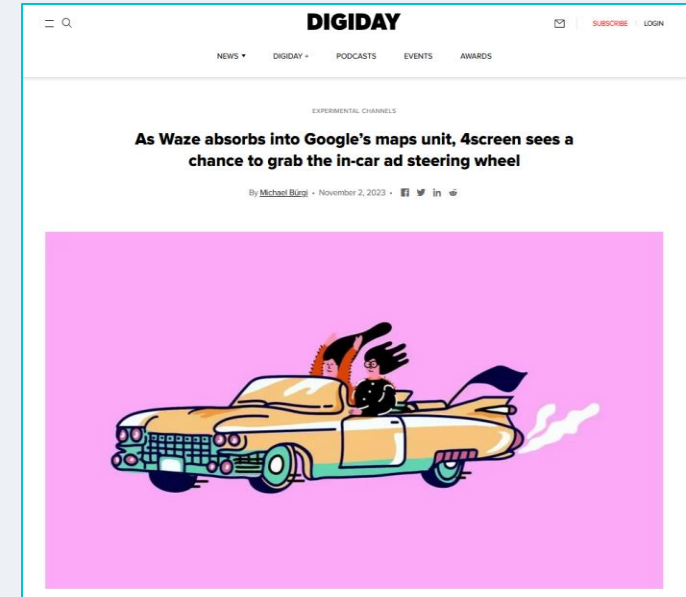


KIA ENABLES DRIVERS TO ACCESS LOCATION-BASED SERVICES WITH 4SCREEN

Published | 16/01/2024



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The digital revolution of the car screen

7. February 2022, 11:11 a.m. | Author: Christoph Mahler, Editor: Irina Hübner



Modern infotainment systems will have to offer a uniform user experience without media breaking in the future. Scalable and vendor-independent digital platforms are necessary to achieve this.



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