

Audience Management Platform

Semcasting, a data-as-a-service (DaaS) provider, created a next-generation data management platform – built on patented IP targeting technology. Their patented Smart Zones IP Targeting solution uniquely incorporates both online and offline data from consumers, businesses, mobile devices, and Internet sites to create qualified audiences for any campaign. Semcasting supports targeted advertising and attribution with nearly 100% reach and unrivaled accuracy.

DIGITAL AUDIENCE TARGETING INCLUDES:

- IP Targeting: enables brands and agencies to identify qualified households and businesses based on Internet protocol addresses, a technically-superior method for reaching specific customers at scale than traditional cookie-based targeting.
- Big Data & Look-alike Modeling: expands audience reach by using Semcasting's patented analytics to build larger qualified audiences based on your customer CRM targets and Impressions data.
- Digital Attribution & Closed-Loop Analytics: provides deeper insight into your audience targeting efforts by connecting online and offline activity. "If you can't measure it, you can't manage it"; audience match-backs and closed-loop analytics ensures accuracy and better forecasting.

REACH THE RIGHT AUDIENCE EVERY TIME WITH IP TARGETING

254

MILLION INDIVIDUALS

154

MILLION HOUSEHOLDS

22

MILLION BUSINESSES

OVER 400

MILLION UNIQUE
MOBILE DEVICES

OVER 1.2

BILLION DIGITAL
DELIVERY POINTS

85-95%

MATCH RATES



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IP TARGETING

Smart Zones® IP Targeting is a full service audience management platform for marketers who need to accurately target prospects at their digital delivery points online. The Smart Zones IP targeting solution provides:

- Onboarding of CRM and prospect lists of postal, email, location or website traffic.
- Audience Creation with our proprietary data for 254 million consumers and 22 million businesses.
- Lead Generation by converting website traffic to household or business leads.
- Attribution by matching back impressions served to the selected audience.
- Geo-fencing with our Mobile Footprints solution supporting parcel-location and cross-device targeting.

Semcasting combines online and offline data to improve the efficacy of display advertising through intelligent IP targeting.

REACH

Identifying prospects across multiple digital platforms can be time consuming. Matching prospects to their digital footprint often falls short. The reason is that over 30% of consumers are using ad blocking, and 51% of the desktop and mobile browsers do not support third-party cookies. The effective match rate to an offline postal or email list is between 20% and 40%. Improving that match rate to 70% or even 85% when you onboard or select an audience list effectively doubles (2x) your unique user reach – dramatically improving the odds of campaign success – it is simple math.

THOUSANDS OF PRECISE, SCALED AUDIENCES AVAILABLE



RETAIL SHOPPERS			
SEGMENT GROUP	SEGMENT CATEGORY	DESCRIPTION	SEGMENT ID
Consumer	Arts and Craft Store	All	CAC1
Consumer	Arts and Craft Store	Hobby Lobby	CAC2
Consumer	Arts and Craft Store	Jo-Ann Fabrics	CAC3
Consumer	Arts and Craft Store	Michaels	CAC4
Consumer	Big Box	All	CBBS1
Consumer	Big Box	Walmart	CBBS2
Consumer	Big Box	Sam's Club	CBBS3
Consumer	Big Box	Costco	CBBS4
Consumer	Big Box	Big Lots	CBBS5
Consumer	Big Box	Aldis	CBBS6

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BIG DATA & ANALYTICS

Using hundreds of public data sources and a patented predictive modeling process, Semcasting has built one of the most comprehensive, multi-discipline data warehouses of consumers and businesses in the U.S. and Canada.

With insights into specific industry data for:

- Financial Service and Tax data
- Healthcare Provider Services
- Pharmaceutical Distribution
- Home Transactions
- Home Assessor Parcel dimensions
- National Economic Forecast data
- Motor Vehicle Purchase and Repairs
- Voter Registration
- SEC filings
- SBA Business filings

AUTOMATED PREDICTIVE LOOK-ALIKE MODELING (APM)



ONBOARD A LIST

Onboard past ticket buyers, unknown fans from game sites, or any CRM data files.



MATCH AND BUILD MODEL

Semcasting's patented modeling software and Proprietary 1st Party Plus Database



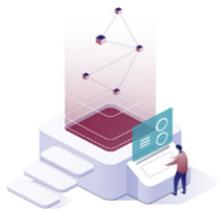
DELIVERABLES

A comprehensive profile and model report with specific profiles.



ACTIVATION

Digital channels such as display, native, mobile, preroll, IP audio, and CTV. Offline channels including direct mail.



ATTRIBUTE & EVALUATE RESULTS

Measure CTR, conversions, ROI, cost per acquisition, and attribution. Optimize towards KPIs.



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DIGITAL ATTRIBUTION & CLOSED LOOP ANALYTICS

Proof You are Reaching the Right Audience - One of the challenges of audience targeting and onboarding is that the process has historically taken place in a black box. Onboarding a CRM list to a cookie or a device ID doesn't even return a reliable count of unique users. We assign a persistent ID to the IP address in the match process so that we can prove performance through the delivery of impressions, a click-through, website visits and even an in-store purchase.

ATTRIBUTION OF A STORE PURCHASE

The objective of any campaign is to generate a purchase. Attribution methods before Smart Zone only worked if the purchase took place online and on the same machine as the cookie. With Semcasting's The Attributor a purchase in an online store or at a physical storefront can be verified.

CONNECTING ATTRIBUTION TO YOUR WEBSITE

Smart Zones Attribution supports ABM funnel management. A tag on your site creates a log that records anonymous visits to each page on your site. Logs are automatically collected, encrypted, and posted to a secure safe haven where the visit can be matched to the impression and sales file.

ADD-ON TO DIRECT MAIL CREATING A TRUE CROSS-CHANNEL CAMPAIGN FOR INCREASED ROI

Ai360 DIRECT MAIL CAMPAIGN

Imagine being able to target an audience that's interested in your message with one cross-channel marketing campaign. With an Ai360 Campaign, you can combine direct mail with IP targeting to deliver your message to highly-targeted customers and prospects with both physical direct mail marketing and digital online advertisements to enhance campaigns with more impressions.

An Ai360 Campaign delivers hyper-targeted online banner ads directly to the devices of the customers and prospects on the mailing list for your direct mail campaign. Taking this step before your direct mail drops increases the likelihood that prospects will take notice once your letter, postcard, catalog or self-mailer hits their mailbox. Continuing the digital campaign after the mail drop reinforces the message of your direct mail piece to drive your offer home and create synergy between the two channels. You can decide when to run the digital campaign to maximize the impact. By combining physical mail with online ads, the channels feed off each other to provide a higher response rate.

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