

Marketing Appliance

The Universal Key Connecting
Online & Offline Marketing



TABLE OF CONTENTS:

Overview.....	3
CRM Platforms.....	5
Ad-Tech Providers and Online Publishers.....	7
Features that a Professional Marketer Can't Live Without.....	9
Onboarding Customers and Prospects.....	11
Profiling and Audience Development.....	14
Data Appends.....	16
Data Hygiene.....	18
How to get the Marketing Appliance.....	19

CHAPTER 1:

Overview



Growth in e-commerce, mobile applications, video, social networking, and new brick & mortar retail models have given today's consumer more ways than ever to shop. As a marketer the proliferation of data and the inter-connectivity created by these channels can be valuable if you integrate them into a coherent promotional strategy.

Semcasting Marketing Appliance

The Semcasting Marketing Appliance is the first to link the intelligence gained from consumer activity across every online or offline channel – to all of the data enhancement, analytics, reporting, and resulting qualified leads you need to successfully promote your product or service.

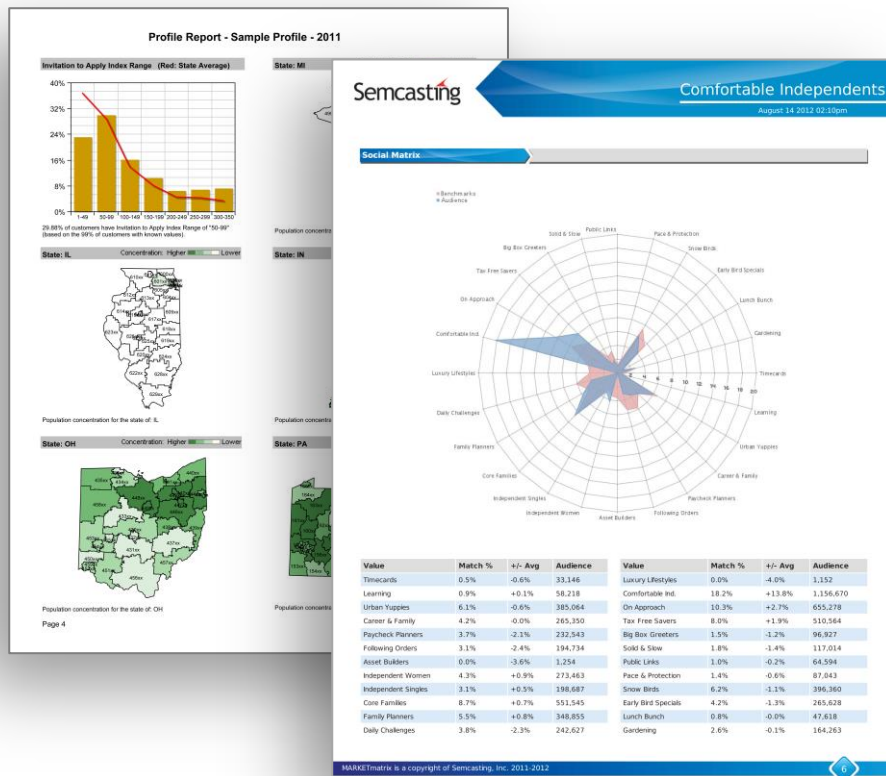


The Marketing Appliance addresses the critical “last-mile challenges of turning data into prospects.”

The universal key provided by our patent pending Smart Zones technology is used to automate the lead generation process and make it actionable across every offline and online channel.

CHAPTER 2:

CRM Platforms



Marketing automation, predictive analytics, and CRM platforms today are designed to analyze patterns about prospects in the inbound sales funnel. To make these platforms work effectively can require an investment in internal and external resources such as analytical talent and third party data enhancement.

The Marketing Appliance allows YOU to discover these same patterns without the additional overhead.

Semcasting Marketing Appliance

Reporting:

Profile your customer or prospect lists from either postal or IP Address files. Reporting can be customized by demographic variables and personalized with your organization's logo.

Onboarding:

Marketing Appliance provides the capability to cross-reference IP Addresses with postal addresses, postal with IP Address and both IP and postal address with Smart Zones segments completely populated with same descriptive data.

Analytics and Auto-Model:

On-Demand analytic analysis when and where it counts. Instant look-a-like with the Auto-Modeling feature creates models from a customer or prospect list sourced as postal or IP Address lists generating an audience of who else looks just like them.

BIG DATA:

Leverage on-demand access to the 225 million US consumers or the 18 million US Businesses available in the Smart Zones database. Enhance each customer record with over 500+ data elements ranging from affluence, auto, home, life stage, product ownership, or social matrix affiliations.

The Semcasting Marketing Appliance allows you to link every touch point from a customer or prospect – **web site visits, click thru events, registrations, demand generation, and purchase data.**

A one-stop, on-demand, resource that **links the analytics, data-enhancement, reporting, audience segmentation, and data hygiene** services as one integrated platform will lower your costs and improve your responsiveness to the needs of the client.

With Smart Zones patent pending technology linking each of these touch point to common data and analytic resources is easy. Cross channel linking enhances your portrait of customer intent allowing you to directly leverage your investment in marketing automation in the correct sales channel.

CHAPTER 3:

Ad-Tech Providers & Online Publishers

The critical issue for Ad-Tech providers and Publishers is the same - **finding enough qualified prospects to fulfill campaign objectives. It is always about REACH!**

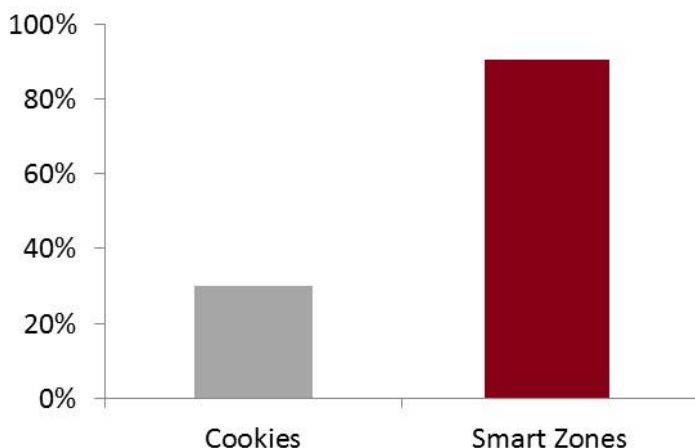
Ad-Tech companies are challenged by the limits of search based solutions that require the audience to opt-in. Publishers want to extend each audience segment to create and sell more qualified inventory.

Both are limited by the pool of active cookies where only one-third of the population is likely to have an active cookie at any given time ... and three out of the four of those cookies you purchase is going to be a duplicate (according to Google Analytics). All this makes determining qualified “reach” a real challenge.

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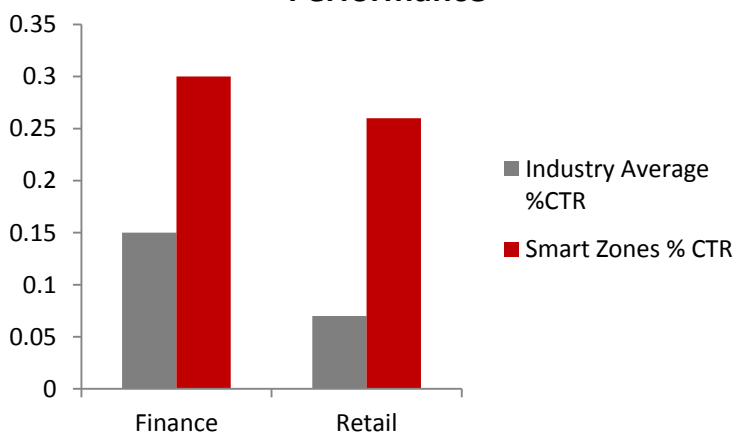
With the Semcasting Marketing Appliance audience identification and reach problems are solved. Determining the profile of the audience, whether they are just visitors to your site, or actual registered users, means they can both be directly converted, or onboarded, to an actual pool of online verified targets. Since there is no use of cookies every audience online is reachable whenever they are online. **With 100% Reach every site can offer three times the qualified audience as a verified count** - and for Ad-Tech companies - every campaign run starts with a 3 to 1 advantage in qualified users.

Reach



Every campaign run starts with a 3 to 1 advantage in qualified users, generating an average of 125% lift over cookies.

Performance



CHAPTER 4:

Features That a Professional Marketer Can't Live Without

The Marketing Appliance was designed to:

- ✓ Link customers and prospects across every marketing touch point whether it is online or offline..
- ✓ Create maximum qualified Reach for every campaign or the online publisher.
- ✓ Validate every audience by count and score.
- ✓ Enhance everything you know about the customer by providing a common interface to data enhancement, analytics and reporting.
- ✓ Automatic identification and ranking your best prospects automated predictive modeling and big data.

The Semcasting Marketing Appliance

BIG DATA: Leverage on-demand access to the 225 million US consumers or the 18 million US Businesses available in the Smart Zones database. Enhance each customer record with over 500+ data elements ranging from affluence, auto, home, life stage, product ownership, or social matrix affiliations.

Trade Area

Targeting: Build your own prospect audience at a state, DMA, zip code or Congressional District level by selecting the demographic profile of your best audience.

Onboarding: The Marketing Appliance provides the capability to cross-reference IP Addresses with postal addresses, postal with IP Address and both IP and postal address with Smart Zones segments completely populated with same descriptive data.

Reporting: Profile your customer or prospect lists from either postal or IP Address files. Reporting can be customized by demographic variables and personalized with your organization's logo.

Linking Touch

Points: Use customer postal addresses, emails or IP Address from a log file to generate a profile of who is interested in your product or service. Cross-reference them between each of these touch points to determine how to reach out and follow up.

Audience

Enhancement: Use the Marketing Appliance to enhance you CRM data or customer files with individual data appends from the Smart Zones compiled database. Instant access to consumer demographics for internal modeling or analysis without usage contracts, scoring or setup charges.

Analytics and Auto-Modeling:

On-Demand analytic analysis when and where it counts. Instant look-a-like with the Auto-Modeling feature creates models from a customer or prospect list sourced as postal or IP Address lists generating an audience of who else looks just like them.

Take Every Campaign Online:

Build your best prospect audience offline and then take it directly online for display advertising. Smart Zones automatically converts offline prospects into an online audience. Smart Zone's technology is patent pending providing 100% reach to an online audience, without using cookies, and by applying the highest standards in privacy protection. Smart Zone audiences are supported by many ad networks and DSP's as well linked to the App-Nexus exchange.

Manage Your Data Currency: The Tools section of the Smart Zones Appliance is designed for those organizations that manage their own data or CRM. Data sampling, concatenation and splitting of addresses, address conversion, platform cross referencing, and access to NCOA and CASS certification services are available.

CHAPTER 5:

Onboarding Customers & Prospects



One of the key features is what we call Onboarding.

For the first time EVER there is the ability to cross-reference offline to online and back again without compromising privacy.

Who will benefit from Onboarding?

Onboarding is based on a universal key that links online and offline data points from registered customers, prospect mailing lists, email lists, and to website visitors. It allows CRM Platform Managers, Advertisers and Ad-Tech companies to convert from Postal address to IP Address and back again. IP Addresses or Postal addresses can be linked together and profiled for full transparency to the demographic attributes that make up the audience.

Applications of Onboarding:

On boarded audience can be deployed through an ad-network or DSPs and they can be used to support cross-selling and trigger based marketing. Onboarding takes inputs of IP Address, postal addresses, zip5 designation or demographic and geographic references to output to either a Smart Zone for online ad serving or a Postal Address for mail.

Cost

With Onboarding there is no costly, repetitive, and (often) inaccurate monthly cookie tagging process requiring the involvement of multiple 3rd parties.

Privacy Protection

All challenges to privacy are removed – no cookies and no tracking. The privacy standards that have been the subject of IAB – Internet Advertising Bureau and FTC Review are completely adhered to.

Smart Zones provides a “one to many” match. One postal address will map to an average of 3-10 households. Cookie based systems will claim a one-to-many matching is an accuracy advantage. However, cookie matching through 3rd parties does not provide an exact match. Typically any match is made against a “projection” of intent assigned to a pool of “intenders”.

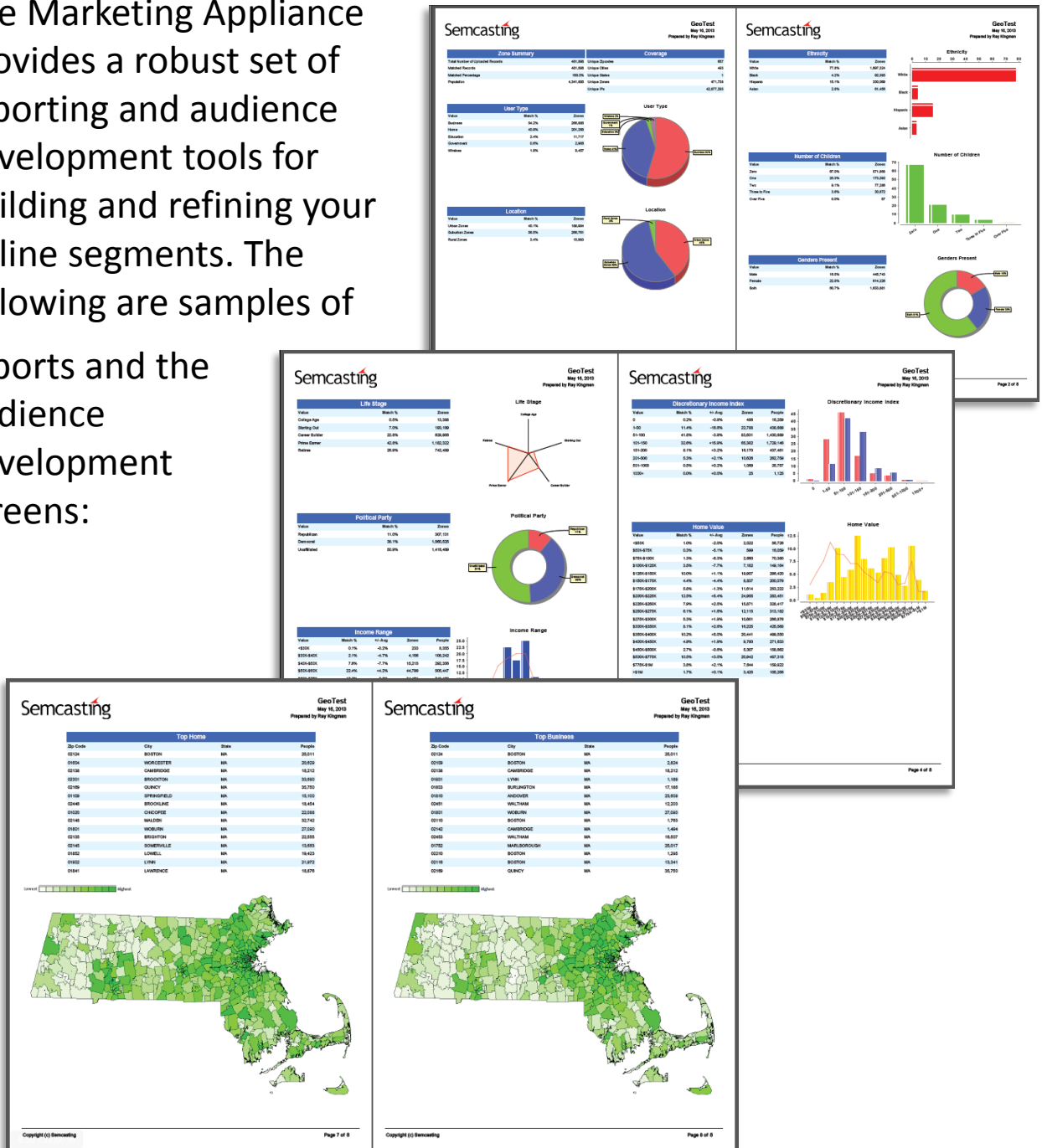
With Smart Zones **multiple data points are used to statistically validate the household** at a local level. A Smart Zone match always provides a better qualified demographic match as well as 3 times the Reach.

Only one-third of online users have an active cookie and of them – only one out of four of those users are unique.

CHAPTER 6:

Profiling and Audience Development

The Marketing Appliance provides a robust set of reporting and audience development tools for building and refining your online segments. The following are samples of reports and the audience development screens:



The Semcasting Marketing Appliance

Selects, Analytics and Auto-Modeling:

Now you can build an online audience the same way you build a mailing list. Select across multiple variables and get the weighted intersection of those requests.

Instant look-a-likes with the Auto-Modeling feature create predictive models from postal or IP Addresses.

Auto-Modeling provides analytic analysis when and where it counts to give you an audience who is just like a known and proven customers.

Create a Custom Consumer Audience

Custom Audience Title

Custom Audience

Use the following filters to fine-tune your custom audience based on the uploaded data file. Uncheck a category to exclude those zones from your custom audience.

Hubs

☐ Include hubs in custom audience

Location

☒ Urban ☒ Suburban ☒ Rural

User Type

☒ Home ☒ Education ☒ Government ☒ Wireless

Affluence

Auto-Model Select All Deselect All

Net Worth

☒ Under \$25K ☒ \$25K-\$75K ☒ \$75K-\$150K ☒ \$150K-\$250K ☒ \$250K-\$500K ☒ \$500K-\$750K ☒ \$750K-\$1M ☒ \$1M-\$2.5M ☒ \$2.5M-\$5M ☒ Over \$5M

Income

☒ Under \$30K ☒ \$30K-\$40K ☒ \$40K-\$50K ☒ \$50K-\$60K ☒ \$60K-\$75K ☒ \$75K-\$100K ☒ \$100K-\$125K ☒ \$125K-\$150K ☒ \$150K-\$200K ☒ \$200K-\$250K ☒ \$250K-\$300K ☒ \$300K-\$500K ☒ Over \$500K

Discretionary Income Index

☒ 0 ☒ 1-50 ☒ \$1-100 ☒ 101-150 ☒ 151-200 ☒ 201-500 ☒ 501-1000 ☒ Over 1000

Home Value

☒ Under \$50K ☒ \$50K-\$75K ☒ \$75K-\$100K ☒ \$100K-\$125K ☒ \$125K-\$150K ☒ \$150K-\$175K ☒ \$175K-\$200K ☒ \$200K-\$225K ☒ \$225K-\$250K ☒ \$250K-\$275K ☒ \$275K-\$300K ☒ \$300K-\$350K ☒ \$350K-\$400K ☒ \$400K-\$450K ☒ \$450K-\$500K ☒ \$500K-\$775K ☒ \$775K-\$1M ☒ Over \$1M

Social

Auto-Model Select All Deselect All

Social Matrix

☒ Timecards ☒ Learning ☒ Urban Yuppies ☒ Career & Family ☒ Paycheck Planners ☒ Following Orders ☒ Asset Builders ☒ Indep. Women ☒ Indep. Singles ☒ Core Families ☒ Family Planners ☒ Daily Challenges ☒ Luxury Lifestyles ☒ Comfortable Indep. ☒ On Approach ☒ Tax Free Savers ☒ Big Box Greeters ☒ Solid & Slow ☒ Public Links ☒ Pace & Protection ☒ Snow Birds ☒ Early Bird Specials ☒ Lunch Bunch ☒ Gardening

Use the following percentages to fine-tune your custom audience based on the uploaded data file. Select one or more checkboxes within a category and choose a minimum percentage for the combination for those zones to be included in your custom audience.

Ethnicity

☐ White ☐ Black ☐ Hispanic ☐ Asian

is at least 0%

Political Party

☐ Democrat ☐ Republican ☐ Unaffiliated ☐ Other

is at least 0%

Number of Children

☐ Zero ☐ One ☐ Two ☐ Three to Five ☐ More than Five

is at least 0%

Genders Present

☐ Male ☐ Female ☐ Both ☐ Unknown

is at least 0%

Life Stage

☐ College Age ☐ Starting Out ☐ Career Builder ☐ Prime Earner ☐ Retiree

is at least 0%

Use the following settings to fine-tune your custom audience even further.

Do not include zones with more than IPs.

Create

Page 15

CHAPTER 7:

Data Appends

Database Marketing companies charge for demographic data appends to CRM files.

This can take weeks or months requiring custom programs, run charges & management fees.

Data Appends are now on-demand – delivered when you need them for segmentation or analysis.

B2B data and selects for the larger businesses, schools, and government institutions are also available.

Select Fields to Append

Title: Append to WI_Business_sample_3450.txt

Available:

- Zip9
- Unique IPs
- Zip5
- Wireless
- Medical
- Financial
- Marketing/Media
- Telecom
- Urban
- Suburban

Include in File:

- People Count
- City
- State
- Business
- Home
- Education
- Government/Military

Defaults

Select Geography

Title: CA_Geo Report

Select By:

- ☐ State
- ☒ City
- ☐ Zip5
- ☐ Cong. Dist.

States:

- AK
- AL
- AR
- AZ
- CA
- CO
- CT
- DC
- DE
- FL

Cities:

- ACAMPO, CA
- ACTON, CA
- ADELANTO, CA
- ADIN, CA
- AGOURA HILLS, CA
- AGUANGA, CA
- AHWAHNEE, CA
- ALAMEDA, CA
- ALAMO, CA
- ALBANY, CA

Create a Custom Audience

Custom Audience Title: Enter an audience title

Use the following filters to refine your audience. Uncheck a category to exclude those zones from your custom audience.

Hubs

☐ Include hubs in custom audience

Location

☒ Urban ☒ Suburban ☒ Rural

You can optionally select one or more NAICS codes below to restrict your audience to just those zones with businesses in those NAICS.

NAICS:

- 111320 Citrus (except Orange) Groves
- 111332 Grape Vineyards
- 111339 Other Noncitrus Fruit Farming
- 111419 Other Food Crops Grown Under Cover
- 111422 Floriculture Production
- 111910 Tobacco Farming

Use the following setting to optionally limit the size of the zones in your audience.

Do not include zones with more than IPs.

The Semcasting Marketing Appliance

Address
City
State
Zip
Congressional District
User Type: Home Zone
User Type: Business Zone
User Type: Education Zone
User Type: Wireless Zone
User Type: Government Zone
Coffee Shop
Hotels
Unique IP Count
People Count
Medical Facility
Financial
Marketing/Media Firm
Telecom
NAICS Code: 3-Digit
NAICS Code: 6-Digit
Company Revenue
Company Employees Count
Hubs
Urban
Suburban
Rural
Ethnicity: White/Black/Hispanic/Asian
Number of Children
Genders Present
Life Stage: College
Life Stage: Starting Out
Life Stage: Career Builder
Life Stage: Prime Earner
Life Stage: Retirement\
Democrat
Republican
Independent
Party Other
Net Worth
Income
Discretionary Income

Invested Assets
Charitable Contributions
Home Value
Income
Discretionary Income
Invested Assets
Charitable Contributions
Home Value
Vehicle: Compact
Vehicle: SUV
Vehicle: Sedan
Vehicle: Coupe
Vehicle: Crossover
Vehicle: Luxury SUV
Vehicle: Exotic
Vehicle Foreign Sedan
Vehicle: Luxury Sedan
Segment: Time Cards
Segment: Learning the Ropes
Segment: Urban Yuppies
Segment: Career & Family
Segment: Paycheck Planners
Segment: Following Orders
Segment: Asset Builders
Segment: Independent Women
Segment: Independent Singles
Segment: Core Families
Segment: family Planners
Segment: Daily Challenges
Segment: Luxury Lifestyles
Segment: Comfortable Independents
Segment: On Approach
Segment: Tax Free Savers
Segment: Big Box Greeters
Segment: Solid & Slow
Segment: Public Links
Segment: Pace & Protection
Segment: Snow Birds
Segment: Early Bird Special
Segment: Lunch Bunch & Lawn Chairs
Segment: Garden Club

*Basic Example of Data Elements
Hundreds More Available

CHAPTER 8:

On Demand Data Hygiene

Under the Tools Menu of the Marketing Appliance users will have access to many of the Data Management features that often serve to slow down internal marketing processes.

Most of the existing Tools under the Tools Menu are free utilities.

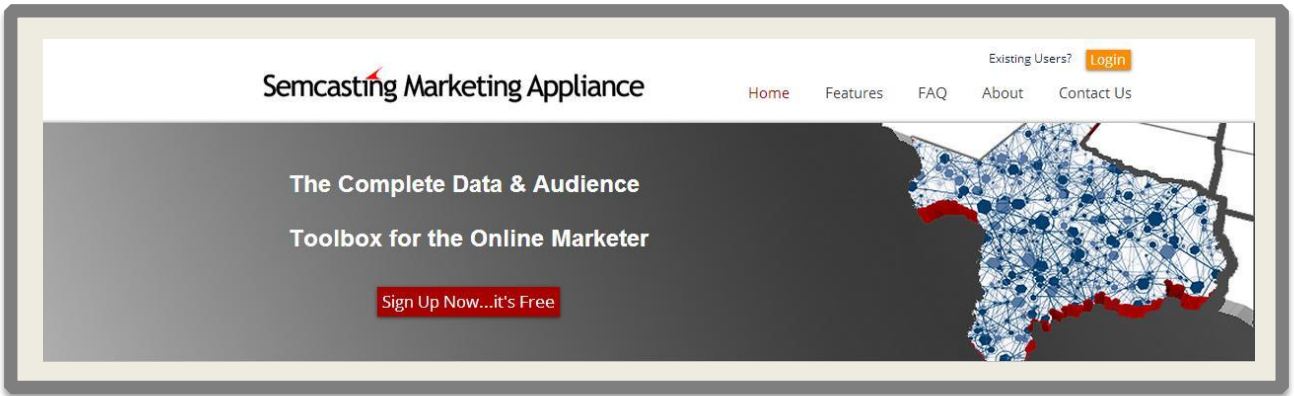
Utilities requiring 3rd Party Data Processing (NCOA and CASS Certification) Require billing.

Phone Append and Reverse Phone Append also require processing of 3rd Party data and will be billed at Append Data rates.

- Postal File Formatting
- Add Decile
- CASS Certify*
- Concatenate
- Address Count
- **De-duplicate**
- Match Code Append
- NCOA*
- **Nth Sampling**
- Phone Append*
- Reverse Phone Append*
- Random Sampling
- Sort
- Split
- IP File Formatting
- **Suppress**
- Zip Count
- Zip Select

CHAPTER 9:

How to Get the Marketing Appliance



Access to the Semcasting Marketing Appliance is simple – **go to www.marketingappliance.com and sign-up.**

The Marketing Appliance is a cloud-based solution that is **FREE** to most organizations. Reporting, audience building, and media targeting is free because the ad networks and DSPs will pay us when you decide to run your campaign.

Offline lists are charged on a CPM basis when you mail or email. Companies that wish to enhance their CRM or marketing databases pay only for the matched records that are enhanced with Smart Zones data. Data improvement, such as CASS and NCOA are also billed on a CPM basis.

Want to learn more about
the **Marketing Appliance**?

[Click here](#)

Or,

[Sign-up today](#)

It's **free**.

