Semcasting Marketing Appliance

Connecting With Qualified Prospects Online

Marketers with the ability to connect user engagements across multiple channels represents a major advantage in delivering Reach and improving campaign ROI.

The Semcasting Marketing Appliance is designed to compliment your current CRM platform or marketing database. It connects 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.

Use the Marketing Appliance to Support Your CRM Platform:

- Generate Profiles and Create Audiences

- Append Data for Analytics & Segmentation

- Auto-Model to Create a Look-a-Like Audience

- Onboard & Convert offline to online and back again

## Clean, Append, Analyze, and Segment Your Customer Database

Start with your client file and turn it into your most valuable asset. The Marketing Appliance includes over a dozen data management tools that allow you to keep your CRM or customer list clean and up to date. No more expensive data enhancement contracts or lengthy 3rd party consulting engagements. The Marketing Appliance provides self-serve access to the top data in the industry when you need it.

The Semcasting Marketing Appliance Delivers:

- 100% Qualified Reach to Online and Offline Audiences

- The accuracy of Multi-Variant Audience Targeting

- Privacy Protection that complies with Do Not Track and FTC recommendations.

Better Market Intelligence Across Channels

The Semcasting Marketing Appliance delivers nearly 100% qualified reach linking your current customers and leads to their demographic profiles and then automatically extending them into a pre-qualified audience of prospects - who look just like them – delivered to the most relevant Internet delivery point.
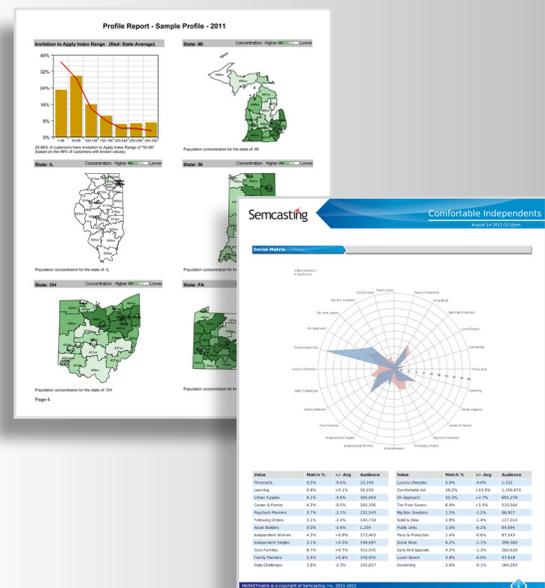
About the Marketing Appliance

The Semcasting Marketing Appliance uses big data and a patent-pending technology called Smart Zones to programmatically meet the challenge of turning data into prospects. The Marketing Appliance automates the lead generation process and makes it actionable by linking all the audience intelligence gained from every online or offline consumer touch point with all of the data enhancement, analytics, reporting and qualified pre-targeted leads needed to successfully promote your product or service.

- Link customers and prospects across all your online and offline marketing touch points.

- Enhance everything you know about the customer by providing on-demand access to data enhancement, analytics and reporting

- Automatically identify and extract your best prospects using big data and automated modeling.

- Connect directly to your customers and prospects – online or offline.
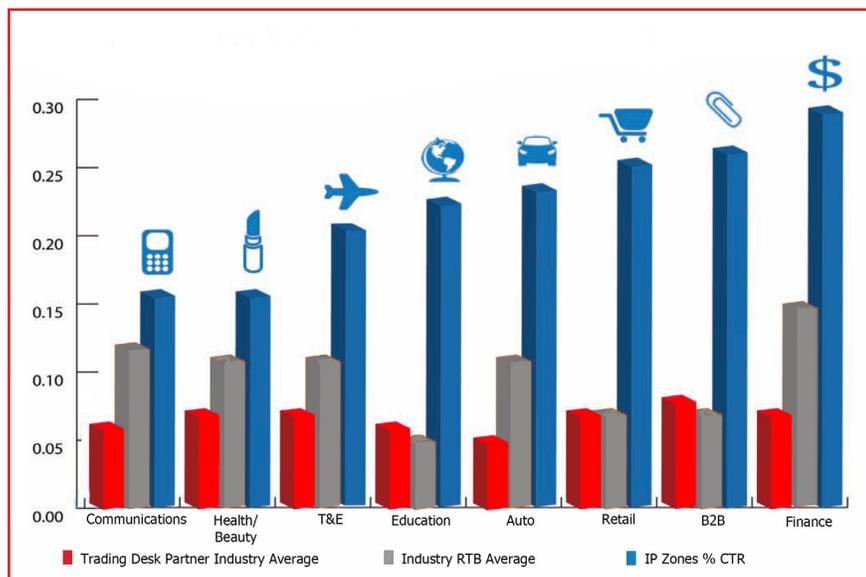
Big Data. On Demand.

The Marketing Appliance is built on a foundation of a nationally recognized compiled file of more than 249 million residents in the U.S. with over 750 variables associated to every household. Data variables include:

- Affluence: Income, Discretionary Income, Net Worth
- Home Values
- Ethnicity, Life Stage

- Auto Make/Class
- Political Affiliation
- Social Matrix: Life Stage, Online Presence, Affluence

Improved Campaign Performance

Online campaigns that have the benefit of audience targeting based on the Reach and Improved accuracy of the Marketing Appliance with Smart Zones have shown significant lift. In over 1,000 campaigns, the Smart Zones technology has delivered over 125% average lift across multiple consumer categories.

Chart categories: Communications, Health/Beauty, T&E, Education, Auto, Retail, B2B, Finance. Legend: Trading Desk Partner Industry Average, Industry RTB Average, IP Zones % CTR

About Semcasting Semcasting is an innovator in data and audience targeting solutions for consumer and business marketers seeking to reach qualified prospects when and where they are ready to transact. Semcasting's Smart Zones audience targeting platform effectively links the mailbox with the modem, providing advertisers with near 100% reach, advanced levels of data accuracy, and comprehensive and compliant privacy for real-time bidding, display and video advertising environments. Semcasting uses big data methodologies and a patented genetic modeling platform to automatically integrate demographic, firmographic, socio-economic, behavioral, and transaction data to define highly qualified audiences across multiple channels.

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