

On-Demand Targeting

KEY BENEFITS

- ◀ Eliminates the guesswork of list selects
- ◀ Delivers better results for direct marketing campaigns through more accurate targeting
- ◀ Brings the power of advanced predictive modeling to every campaign
- ◀ Allows you to apply selection criteria for free
- ◀ Free predictive modeling (the cost of the list is typically the same or less than purchasing any other consumer list)

YOU PROVIDE

- ◀ Your customer/responder/donor file in tab-delimited format with the following columns:
 FIRST_NAME
 LAST_NAME
 ADDRESS
 ZIPCODE
- ◀ Geographic target area that you are looking to mail

WE PROVIDE

- ◀ **Profile report** - the system creates a professional-looking profile report that summarizes the demographic data for the uploaded list
- ◀ **Model report** - a scoring model is automatically created within hours to identify the attributes that make someone more likely to respond
- ◀ **Targeted list/counts** - the model and geo-selects are applied to build a targeted list



Semcasting's On-Demand Targeting makes professional quality predictive analytics and prospect targeting a practical option for all of your clients.

On-Demand Targeting streamlines the hands-on data preparation process and automates the analytic process, reducing the cost and specialized expertise that often limits predictive modeling today to only large-scale marketing campaigns.

The On-Demand Platform produces professional-looking demographic profile reports from any customer list, builds automated response models without any specialized statistical skills, and creates highly-targeted mailing lists that can improve response rates by 7.5 to 15%.

Predictive modeling is a proven technology that's been used for decades by the largest financial and retail organizations. By automating this process through the On-Demand Platform, both the cost basis and turnaround time has been dramatically reduced, making it practical to apply On-Demand Targeting to every campaign. With On-Demand Targeting, models are free. The cost of targeting is priced on a "per thousand names bought or scored" basis, in the same way and at the same rates that you buy names today.

WHAT YOU GET

CUSTOMER PROFILE REPORTS

This report helps your clients gain a deeper understanding of their customers by quantifying the known demographic attributes and affiliations. You assist your clients in creating this report by submitting a list of customers or campaign responders.

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All that is required is a name and address submitted through a web-based interface. Semcasting's software compares the uploaded list with a selection of comprehensive source lists and expands the demographic data associated with each name. The software then summarizes the important attributes, identifying and quantifying the key variables. Customer Profile Reports are delivered as PDF documents that can be printed and distributed to any stakeholder. Each variable is summarized in charts and tables for easy interpretation. The report can also serve as a guideline to users who prefer to make manual list selections.

AUTOMATED MODELING

Using the customer and expanded data attributes (appended when you created the Customer Profile Report), the system begins the modeling process by extracting a corresponding number of non-responders from your source lists or a client-designated list of known non-responders. Once again, all that is required for non-responders is a name and address, as the system will automatically expand the variables. A model is then built using the data that produces the most accurate model. Summary reports are available to give your clients additional control over the modeling process. Results are delivered as lift charts and a list of variables, that have the greatest impact on the model's accuracy. After the model is completed, your clients can designate a prospect list size and the format of the output file. If additional testing is necessary, Semcasting can also build random samples from specific deciles and test cells of selected sizes.

LIST SELECTION

On-Demand Targeting sits on a multi-service database with over 500 variables associated with every household in the country. The files include over 120 million households with demographical behavior data, specialty data (including home ownership, auto, census, federal reserve data, aggregated credit information) and proprietary affluence data elements. In addition to being available for customized modeling, this superset of variables is applicable as business rules or filters for refinement of targeting.

HOW IT WORKS

On-Demand Targeting takes your clients through a simple, step-by-step process, eliminating list selection guesswork.

1. **Upload:** The workflow process begins by matching your client's uploaded customer list with Semcasting's compiled universe to append over 500 demographic data elements to the file.
2. **Profile:** Your client's customer information is automatically sorted and summarized, generating a comprehensive profile report that can be used in planning and supporting campaign decision-making.
3. **Model:** In a matter of minutes, a patented, automated modeling process compares your clients' customers to non-customers. The model goes through hundreds of generations of analysis to identify what attributes about your customers are unique and predictive. The attributes that make someone more likely to respond are measured and then derived into an equation, which is used to score households in the Semcasting consumer universe.
4. **Model Report:** The software generates an executive summary report that clearly explains the scoring model results. The report contains a traditional lift chart and a summary of those attributes the modeling process discovered as being predictive of success.
5. **Build List:** In this last step, your client applies regional selects and business rule filters from other fields to begin building a scored list.