

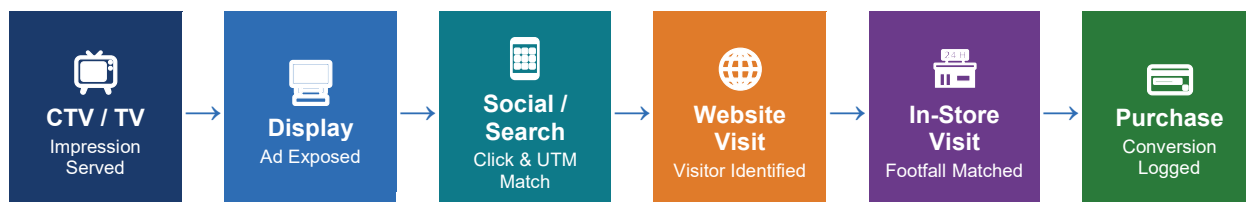


Connecting Every Impression · Every Visit · Every Conversion · Every Day

THE CHALLENGE

Your brand invests millions across CTV, Display, Social, and Search - but measurement is fragmented, modeled, and weeks behind. You can't optimize what you can't see in real time. The root cause is an **identity problem**.

THE MARKETING JOURNEY - IDENTITY-RESOLVED, END TO END



Every step linked to a real person - matched daily against 256M consumers, 162M households, 16M businesses

WHAT IDENTITY SPINE MEASURES - BY CHANNEL

CTV / TV Log-level impression matching Linear + streaming unified	Display Tag-based + LLD tracking Cross-device identity
Social UTM onboarding Facebook, Instagram, TikTok	Search UTM click matching Google & Bing audience sync
Audio / OLV Streaming impression IDs Spotify, YouTube, Pandora	CRM & 1P Data 1st-party audience matching 10 appended variables/record

MEASUREMENT OUTCOMES

- **Audience Membership** - 1st & 3rd-party segments matched back to every impression
- **Cross-Platform Impressions** - Unified view across all channels using tagging or log-level data
- **Website Visitor ID** - Named leads with contact info - not anonymous traffic
- **Store Footfall** - In-store visits matched back to ad-exposed audiences
- **Purchase / Conversion** - POS & conversion data matched with up to 10 appended variables
- **Competitive Conquesting** - Foot traffic from competitor locations attributed to your campaigns

WHY IDENTITY SPINE IS DIFFERENT

Daily Updates - not monthly reports	85%+ Match rate at scale	256M Consumers in identity graph	~\$0.10-0.25 CPM - simple, predictable pricing
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HOW IT WORKS

1 Connect Onboard your CRM, media platforms, and site tags in days - no heavy integration required	2 Resolve Identity Spine links every impression, click, visit, and purchase to a real person - daily	3 Optimize Act on real data while campaigns are live - reallocate budget, swap creative, refine audiences
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 **Download the One-Pager**

A 2-minute overview of the Identity Spine framework
and how it maps to your marketing mix
semcasting.com

 Schedule a 30-Minute Measurement Audit

We'll show you exactly where Identity Spine closes
the gaps in your current setup - no commitment
Reply to this letter or visit semcasting.com

Identity Spine — campaign dashboard Live
March 2026 · Brand Awareness + Conversion · All platforms

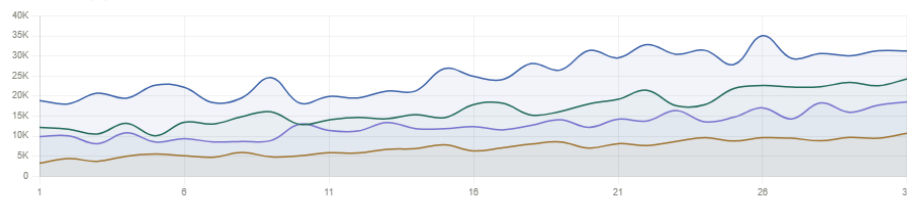
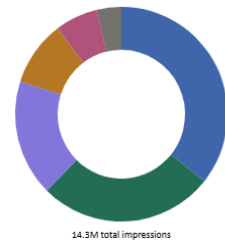
Updated daily
as of Mar 31

Audience members	Total Impressions	Website visitors	Visitors matched	In-store visits	Store visits matched	Purchases connected
842K	14.3M	218K	183K	52K	44K	9,140
+4.2% vs last mo	+11% vs last mo	+7.8% vs last mo	84% match rate	+18% vs last mo	86% match rate	+22% vs last mo

Daily audience progression

Audience members served per day by channel — March 2026

■ CTV / TV ■ Display ■ Social ■ Search

**Impressions by media tactic**
Share of 14.3M total impressions**Website visitors — daily**
Total vs Identity-matched

■ All visitors ■ Matched

**In-store visits — daily**
Total vs Identity-matched

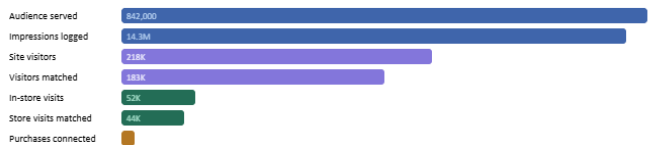
■ All visits ■ Matched

**Purchases connected**
Identity-resolved conversions daily

■ Purchases

**Identity journey funnel**

Audience → impression → site → store → purchase — same spine

**Impressions by tactic — detail**
Volume and share breakdown