Smart Zones for Automotive

Overview

Economic pressures and consumer trends are redefining the way auto manufacturers, retailers and aftermarket firms market to consumers.

With new vehicles sales in the U.S. reaching 16.52 million units in 2014, auto companies are starting to aggressively compete for market share. To accomplish this, many of these auto companies are recognizing that their target audience is shifting away from television to online devices. They are allocating more of their marketing budgets to all forms of online advertising, including display, video and mobile.

The U.S. automotive industry will spend over $35.5 billion on advertising in 2014 alone, with that spend being distributed between auto sales platforms like AutoTrader, performance-based CPA advertising (60%) and brand advertising (40%). In all, half of automotive advertising dollars was spent on digital advertising.

Semcasting's Smart Zones' audience-targeting platform was developed without the use of cookies or any tracking technology. It provides enhanced, consumer-ready audiences through IP-based targeting that will reach nearly 100% of prospects online, regardless of the device they are on.

Needs and Challenges

The auto marketplace is investing heavily in the next generation of advertising in order to reach the right customer. To do that in the digitally enabled world requires an online targeting technology that is able to support the broadest reach and coverage of qualified consumers on any device that they are using.

The challenge, however, is that most online advertising is relies on cookie-based ad delivery systems. With half of all consumers already blocking cookies at the browser level and many mobile devices unable to except cookies, only a limited percentage of the online, unique users are active and reachable by the advertiser.

CLIENT CAMPAIGNS

Audi
PORSCHE
CHEVROLET
ExxonMobil
Jeep
LAND ROVER
SUBARU
MICHELIN
TOYOTA
PIRELLI

The Smart Zones' Difference

The Smart Zones' audience-targeting platform allows auto manufacturers, retailers and aftermarket firms to accurately identify the right consumers for their products or services by giving them access to robust targeting data that includes auto make-model in most cases. The data also includes affluence measures, including ITA credit scores, discretionary income and home ownership.

Smart Zones' audience-targeting platform converts offline customer lists into an online audience with nearly 100% coverage while targeting them at work, home, and on most mobile devices including support for WIFI hotspots. With a 3:1 advantage and audience targeting reach through real-time bidding (RTB), Smart Zones provides micro-targeted advertising with the cost controls and scalability necessary for any campaign to succeed.

Campaigns

Client	Impressions	CTR
Audi	185,271,973	0.24%
Chevy	5,740,847	0.16%
Chrysler	62,359,147	0.22%
Dodge	10,727,981	0.19%
Hyundai	9,319,852	0.29%
Jeep	70,625,530	0.12%
Kia	80,643,460	0.34%
Land Rover	30,006,307	0.28%
Maaco	9,221,782	0.18%
Pirelli	35,978,098	0.19%
Porsche	15,412,802	0.03%
Service King	4,294,817	0.16%
Subaru	933,719	0.33%
Toyota	82,175,719	0.21%
Honda	5,246,608	0.29%

Smart Zones Is Like Direct Mail Online

How it Works

1. Big Data
The best campaigns start by matching your customer to the audience. With Smart Zones, you are able to reach every household and every business that you want to target. We build audiences from a database of over 249 million people and 18 million businesses. You can even automatically match to your CRM platform or log files from website visitors. We link online and offline automatically.

SMART ZONES' BENEFITS

Auto Database Matching
100% reach to consumers, enhanced with over 750 data variables, including current make-model

Preferred Media of Consumers
We map all auto buyers with the online websites that they are more likely to engage with and view—Media Zones making online targeting more efficient

Robust Trade Area Targeting
Reach dealers across the United States by manufacturer

Device-Independent Reach
Touch auto prospects at home and on the go at their homes and businesses

Dealership Targeting
Reach auto buyers at WI-FI hotspots, the auto malls, coffee shops, hotels, airports, etc.

Website Visitor Attribution
Know "who" is visiting the dealer's website and evaluate which advertising is driving engagement

2. Real People and Free Profiles

Like direct mail or TV, we use location, demographics, psychographics and predictive models to narrow your audience to just the prospects that meet your goals—you do this based on real people, so everyone you target is identifiable by name and address and multiple variables, all summarized in FREE profile reports.

3. Flexible Selection

You finalize your prospect list by selection criteria or by predictive models based on response or conversion rankings. You can select categories such as age, income or political view. Like direct mail, any combination of selection criteria can be applied. You can even suppress current customers or select businesses by revenue, six, name and NAICS code.

4. 100% Offline to Online Conversion

You convert prospects into online audiences through Smart Zones without any onboarding fees or any use of cookies. It identifies homes or businesses—even schools, hospitals and coffee shops. Home addresses become Smart Zones with two to fifteen households. Businesses are often targetable at a rooftop level. It automatically generates segments by user type and rankings.

5. Audience Validation and ROI Metrics

Once converted to Smart Zones, your audience can be profiled again by segment. These reports will confirm the count of unique users you will reach and allow you to build your ROI case. You build segments by affluence, ethnicity, device type, site category or any one of dozens of variables. We automatically generate a "white list" of recommended media sites. We can execute and optimize your campaign as part of our turn-key managed services, or we can transfer the Smart Zone audience to your existing DSP.

6. Maximum Reach and Transparency

Smart Zones' unique technology was designed to provide maximum qualified reach. It uses the same methodology of audience building that direct marketers have been using for years. No more cookies and no more inferred interests or guessing! And because there is no use of cookies, there is no possibility of over-serving or duplication of impressions. Finally, Smart Zones is device independent, PC, laptop, tablet or mobile phone, it is all the same, and all available, on Smart Zones.

In online automotive marketing, it is all about being able to deliver the right message, to the right audience, at the right time. Across dozens of automotive campaigns in the last year, Smart Zones has delivered nearly 700 million impressions.

About Semcasting
Semcasting is an innovator in B2B and B2C data marketing solutions for agencies and brands. We offer a new approach to the management of big data that automates the creation of highly qualified and verified audiences based on real people and businesses. Through our patented Smart Zones' audience-targeting platform, marketers can effectively link any customer or audience to their Internet footprint, providing near 100% reach on any device through advanced data and analytics and a campaign optimization technology that protects the privacy of every individual.

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