



Smart Zones in B2B

Overview

The goal of business-to-business marketing is simple: create awareness with the right audience for your product or service and turn that awareness into sales leads. B2B leads for any sales staff is gold.

The challenge for the advertiser is that targeting any B2B audience online requires access to the target organizations, as well as to the specific decision makers that also need to be specified by title, industry or size of organization.

Executing B2B campaigns is a bit different than online consumer campaigns. Both will typically involve conventional cookie-based audience targeting, which is generally an inefficient process because of lack of reach and accuracy. Onboarding an offline consumer list to match to a unique use cookie may average a 25-35% match rate. However, the match rate for a B2B campaign that is targeting a specific organization can be as little as 5% to 15%.

Smart Zones is the first online-targeting platform for B2B that is not dependent on a third-party cookie match. Smart Zones provides marketers with a cost-effective method for targeting organizations in CRM databases, companies in specific trade areas, companies from any B2B direct mail list, or companies that have visited your website. The Smart Zones technology offers nearly 100% reach to B2B audiences by delivering nearly three times better scale and better accuracy.

For most businesses where there is more than 100 employees, Smart Zones can target at the rooftop of the business through both their Internet feed and well as their WI-FI presence. Many owners or decision makers can also be targeted at their homes.

Needs and Challenges

When targeting medium or large organizations a common tactic is to identify organizations of interest along with their decision makers or influencers. Typically, CEOs, presidents, IT directors or IT vice presidents are the target audience, as they usually direct high-ticket infrastructure purchases. Identifying these decision makers is often hit or miss. Here's why:

CLIENT CAMPAIGNS



- Businesses routinely block third-party cookie access on the browsers of computers on the network.
- Decision makers in a company are often well protected behind the firewall, are indistinguishable from others on WI-FI networks, and rarely access sites that support advertising during the workday.
- Onboarding cookies from a B2B list is difficult to do with any scale and accuracy. Onboarding a CRM file can often return a 5% to 15% match rate. Decision Makers from a cookie pool are also anonymous. Tracking them through the sales funnel is very difficult to do at scale.
- Multi-channel campaigns are the rule rather than the exception in B2B. Being able to identify engagement by your audience in any of the marketing channels they chose is important. A method for turning engagement from any channel into leads is the goal.

The Smart Zones' Difference:

Smart Zones for B2B campaigns was designed to address the challenge of comprehensive reach to decision makers, as well as to provide the level of marketing attribution that marketers need to optimize their campaigns.

- Smart Zones provides reach to over 18 million small, medium and large businesses across the U.S. and Canada. Organizations can be selected by name, domain, revenue, number of employees and industry code. There is no matching to cookies, so coverage is always 100%. Many businesses can be targeted by their main Internet feed to a desktop, to their WI-FI instance, or to employees mobile devices. Smart Zones is device independent.
- Users will commonly see an online ad or a piece of direct mail and then use search to look up more information. The Smart Zones' Site Visitor Attribution tag will report the activity to the website or landing pages for the exact audience used for each channel. In this case, an online ad audience can be tracked back to search, and credit to both channels can be shared.
- Decision makers can be targeted at their business and at home when they are likely to have more time to engage. Using the Semcasting Business Owners @ Home capability online ads and SVA tracking can be deployed for most B2B campaigns. Site visitors can be cross referenced to the marketing source that led them to respond.
- The goal of B2B marketing is often lead generation. Answering the question **who is looking at my website should also offer a path for converting that interest into a sales lead** for direct follow up. The Smart Zones B2B solution recognizes engagement from any marketing channel and can record and convert visits into sales leads for direct follow up using the SVA capability.

Using the Smart Zones' audience-targeting platform, companies can accurately identify the right businesses for their products or services without using cookies. Smart Zones maps every business to the delivery points of the Internet Service Providers (ISPs), giving marketers the ability to target the IP address range on any device whenever they are online.

SMART ZONES' BENEFITS

CRM Database Matching

Match to 18 million businesses by name, address or domain

B2B Industry Coverage

Match by NAICS, SIC revenue and employee Count

B2B Trade Area Coverage

Match the storefront customer base by distance to store

Business Owners at Home

Match business decision makers to households online

Website Visitor Attribution

Collect site visitor logs to create sales leads by matching to the companies showing interest

Campaigns

Client	Impressions	CTR
Graphic Software	21,362,551	0.22%
Physicians & Pharma	11,774,892	0.14%
High-Tech Servers & Computing	112,312,493	0.26%
Hospital Services	1,961,740	0.09%
Computer Device Manufacture	3,668,256	0.07%
Enterprise Database	813,534	0.06%
Tools for Contractors	3,646,390	0.12%
Printer Manufacturer	47,772,033	0.26%
International Consulting Co.	19,457,221	0.30%
Novelty Radio	15,927,427	0.09%
Tractor Manufacturer	11,008,463	0.39%
Employment Service	397,840	0.10%
Aircraft Manufacturer	3,135,887	0.17%
Software & OP Systems	11,714,731	0.14%
Defense Contractor	12,988,926	0.08%
Marketing Services Agency	4,415,359	0.35%
Farming & Construction Equipment	630,491	0.12%
Clothing & Apparel	4,879,207	0.32%
Tax Software	16,646,590	0.07%
Internet Portal	14,048,027	0.28%

In B2B online marketing, it is all about being able to deliver the right message, to the right audience, at the right time. Across dozens of B2B campaigns in the last year, Smart Zones has delivered nearly 330 million impressions.

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.

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, size, 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.

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.

 Semcasting

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