Smart Zones for Travel and Entertainment

Overview

Today, the travel and entertainment industries are transacting over half of their business online. Like any other business that is dependent on online commerce, reaching the right consumers, at the right times, and on the right devices is important. One of the reasons that travel and entertainment are dependent on the Internet is that over 85% of households in the U.S. are online. Through devices like tablets and mobile phones, being online is no longer a static, desktop experience. Consumers reach out on-demand to shop for their entertainment and to negotiate their travel needs on multiple devices.

With nearly everyone online, competition for mindshare can be aggressive. Marketers invest resources to anticipate whether a consumer is looking to purchase a vacation package, airline, movie or concert ticket. They project the needs of an audience and then deliver a customized ad experience whenever possible. Until recently, most online campaigns involved conventional cookie-based audience targeting. Advertisers would make a selection from pre-packaged cookie pools, or an offline mailing list might be onboarded. Unfortunately, a consumer list match to a unique user cookie is likely to average only a 25% to 35% match rate with the current technology. Mobile phones do not support cookies in most cases. This leaves at least three-fourths of your target audience unreachable. For a consumer campaign, being able to touch 25% of your audience is unacceptable.

Smart Zones is the first online targeting platform that is not dependent on a third-party party cookie match. Smart Zones provides marketers with a cost-effective method for targeting consumers based on multiple demographic and psychographic interest factors. Target by affluence, life stage, declared interests, or using a predictive model. The Smart Zones technology offers nearly 100% reach to any audience by delivering nearly three times better scale and better accuracy over cookies.

Needs and Challenges

The U.S. travel and entertainment industries spent over $10 billion on digital advertising in 2014 because these organizations recognize that is where the consumers are doing their travel research, and where they will eventually make their travel and entertainment purchases.

CLIENT CAMPAIGNS

Bravo

Emirates

amc amazing

Mohegan Sun
a world at play

Discovery CHANNEL

QANTAS

flickr

NFL

HYATT

NETFLIX

Marriott

travelocity

In order to make digital promotional investments pay off, they need to reach consumers no matter where they are or when they are online.

The challenge has been that with one out of three consumers already blocking cookies at the browser level and many mobile devices unable to except cookies, only a limited percentage of the cookie pool is active and reachable at any given time.

The Smart Zones' Difference

With the Smart Zones' audience-targeting platform, travel and entertainment companies can achieve the scale of reach to unique users that they need to be successful. Smart Zones is like direct mail online because there are no use or device restrictions associated with cookies. The Smart Zones' breakthrough provides clients with the ability to identify consumers by multiple attributes—such as affluence, home ownership, age and education—that directly impact top-line growth.

Smart Zones is also the only audience-targeting platform capable of converting offline customer lists into an online audience with nearly 100% coverage, while targeting prospects at work, home, and on most mobile devices. With a 3:1 reach advantage and more robust selection criteria available, Smart Zones is able to provide micro-targeted advertising with the scalability necessary for any campaign to succeed.

Campaigns

Client	Impressions	CTR
Movie Theater Chain	6,992,447	0.11%
Cable TV Network	2,365,145	0.20%
Movie Producer	8,759,980	0.44%
Mid-Range Hotel Chain	26,264,332	0.73%
Circus	31,349,647	0.21%
Nature Television	53,722,368	0.22%
Luxury Hotel Chains	7,367,495	0.76%
Multi-State Lottery	36,460,372	0.58%
Home Shopping Network	4,714,382	0.50%
Online Movie Rental	12,452,457	0.35%
Luxury Airline	20,747,707	0.17%
National Football League	4,928,115	0.13%
Children's Television	3,035,786	0.41%
Photo Sharing Online	5,449,561	0.67%
Cruises	13,830,566	0.09%
Movie Feature Rollout	75,534,497	0.19%
New TV Series	16,954,628	0.58%
Tourism	28,761,289	0.20%

SMART ZONES' BENEFITS

Consumer Database Matching
100% reach to consumers enhanced with over 750 data variables

Robust Trade Area Targeting
Travel and Entertainment can involve identifying prospects who are close proximity to your event

Device-Independent Reach
Reach users at home, work and on the go

Event Targeting
Reach voters at WI-FI hotspots, inlcuding events, coffee shops, hotels, airports, etc.

Website Visitor Attribution
Know "who" is visiting the advertiser's website. Evaluate which advertising is driving engagement and monitor and respond to the interests of consumers

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, 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.

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.

In online travel and entertainment marketing, it is all about being able to deliver the right message, to the right audience, at the right time. Across dozens of travel and entertainment campaigns in the last year, Smart Zones has delivered more than 500 million impressions.

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