# Smart Zones for Healthcare and Insurance

## Overview

The healthcare and insurance industries are dynamic marketing environments influenced by state and federal regulations. With the adoption of the Affordable Care Act (ACA) and newly developed state health exchanges, healthcare companies are taking the necessary steps to reach audiences both online and offline.

This shift, however, has proven difficult for healthcare companies seeking to balance reach with qualified audience targeting, as conventional online cookie-based ad delivery systems do not deliver the necessary household reach and high-quality leads required.

Fortunately, Semcasting's Smart Zones provides a cost-effective solution to this dilemma by delivering data-rich, target-ready audiences through a form of micro-targeted broadcasting.

## Needs and Challenges

The healthcare and insurance industries spent over $1.5 billion on digital advertising in 2014 because they recognize that patients and healthcare professionals research and select health options online.

Online audience targeting traditionally requires cookies. Cookies lack scale and are inefficient in on-boarding, in mobile cross-device targeting, and for managing trade area reach.

The potential for a high level of inaccuracy and waste in online marketing exists because it is more difficult to verify the right audience is being reached.

Robust multivariate targeting capability at the consumer and trade area level is required to qualify audiences and manage costs.

**CLIENT CAMPAIGNS**

Aurora Health Care®

WELLPOINT.

COMMON GROUND
HEALTHCARE COOPERATIVE

Allstate.
You're in good hands.

EmblemHealth®
WHAT CARE FEELS LIKE.

KelseyCare Advantage

Gerber®

UnitedHealthcare

## The Smart Zones' Difference

With the Smart Zones' audience targeting platform, healthcare and insurance organizations 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 none of the matching 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, life-stage and education.

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

## Campaigns

| Client | Impressions | CTR |
|---|---|---|
| Ac**** | 5,770,767 | 0.54% |
| A*****C*** | 3,434,795 | 0.14% |
| A****** Health | 5,969,556 | 0.11% |
| A*M**** | 2,285,756 | 0.10% |
| B***** Medical | 24,339,316 | 0.17% |
| B*** | 5,170,275 | 0.11% |
| C**** S***** | 2,442,759 | 0.16% |
| C*****G****** | 1,599,987 | 0.18% |
| E******* | 2,115,919 | 0.19% |
| F****** I******** | 33,090,676 | 0.48% |
| H***** Group | 8,582,361 | 0.13% |
| H***** | 271,311 | 0.17% |
| H******P*** | 5,240,440 | 0.10% |
| H******** Dental | 725,983 | 0.18% |
| L******* Hospital | 486,069 | 0.11% |
| M** P**** | 894,940 | 0.39% |

### SMART ZONES' BENEFITS

**Healthcare Database Matching**
100% reach to more than 240 million U.S. consumers and over 1.4 million U.S. care providers, based on their professional specialties and the location of their medical organization

**HIPAA and Medicare Compliant**
All data and models are 100% HIPAA compliant and meet all Medicare guidelines for target cohorts

**Coverage**
Target the top 100 drugs, diagnoses and medical specialties

**Privacy**
Semcasting is certified by TRUSTe, IAB, HITRUST and the DMA, and complies with the U.S. Government's "Consumer Privacy Bill of Rights," issued in 2013

**Robust Trade Area Targeting**
Identify and target consumers who are close to a specific hospital or doctor's office

**Website Visitor Attribution**
Know "who" is visiting your website and evaluate which advertising is driving engagement

## 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.

Online healthcare marketing is all about being able to deliver the right message, to the right audience, at the right time. Across dozens of healthcare campaigns in the last year, Smart Zones has delivered more than 430 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.

# Semcasting

Semcasting, Inc.
41 High Street
North Andover, MA 01845

978-684-7580

sales@semcasting.com
www.semcasting.com