



Smart Zones for Non-Profits

Overview

Understanding the value of each new donor is critical to meeting the goals of most non-profit organizations. The effort that goes into bringing new donors into the fold are weighed carefully against the lifetime value of their contributions. Non-profit organizations are known to work hard to understand the value of a lapsed donor and to increase the average gift amount per donor in order to positively balance the average gift against any marketing investment.

Over the last few years, the marketers have had to make some changes in their methodology when targeting donors. With 85% of households online and the cost of direct mail increasing dramatically, there is strong interest in reaching new donors through online channels.

Fortunately, Semcasting's Smart Zones operates like direct mail online. Audiences who are being targeted by direct mail, or through a phone bank, can now be converted online into display advertising that can deliver data-rich, target-ready audiences with 100% reach on any device.

Needs and Challenges

In 2014, non-profits spent more than \$5 billion on digital advertising because they know donors are doing their research online, and that they will eventually make their purchases online too.

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 donor and trade area level is required to qualify audiences and manage costs.

CLIENT CAMPAIGNS



The Smart Zones' Difference

With the Smart Zones' audience targeting platform, non-profit 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 no device restrictions associated with cookies. The Smart Zones patented breakthrough provides marketers with the ability to identify donors by multiple attributes—such as known donors, higher levels of affluence, home values, age and education. Data-driven marketing is about focusing on the variables that are clear indicators of a potential donor.

Smart Zones is also the only audience targeting platform capable of converting offline customer lists into an online audience with nearly 100% reach, while targeting them 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
P***** P*****L	2,248,637	0.34%
E**** L***	2,022,013	0.12%
University of R*****	34,233	0.16%
University of F****	508,792	0.08%
S***** Hospital & Clinics	10,505,549	0.13%
L***** Hospital	486,069	0.11%

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.

SMART ZONES' BENEFITS

Donors Database Matching

100% reach to individuals and businesses, enhanced with over 750 data variables

Robust Trade Area Targeting

Target donors who are close to a storefront

Device-Independent Reach

Reach donors at home, work and on the go

Preferred Media of Donors

We map all donors to the online websites that they are more likely to engage with and view—Media Zones makes online targeting more efficient

Website Visitor Attribution

Know “who” is visiting the advertiser's website and evaluate which advertising is driving engagement and monitor and respond to the interests of consumers

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.

For non-profits, online marketing is all about being able to deliver the right message, to the right audience, at the right time. Across dozens of non-profit campaigns in the last year, Smart Zones has delivered more than 100 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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