



Smart Zones for Telecommunications and Energy

Overview

Consumers have options when it comes to selecting an energy company or a television and Internet service provider. The competition between providers is starting to generate a great deal of marketing outreach as these utilities seek to convert consumers to their offerings.

These customer acquisition programs currently play out through traditional marketing channels such as direct mail and television, however, with 85% of consumers online the shift to display and other online channels is important. More households are dropping land-lines and cable and going to online entertainment solutions.

Reaching targeted online audiences while controlling costs can be a challenge for these utilities. The use of decade-old, online cookie-based ad delivery systems will often not deliver the unique household reach or high quality leads necessary to meet acquisition goals. 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 U.S. telecommunications and energy industries spent over \$5.5 billion on digital advertising in 2014 because organizations know consumers are doing their research online, and eventually making their retail purchases there 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 difficult to verify that 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



The Smart Zones' Difference

With the Smart Zones' audience targeting platform, telecommunications and energy 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 is no device restrictions associated with cookies. The Smart Zones patented breakthrough provides marketers 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 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
D**** E*****	3,495,757	0.13%
H***	1,329,904	0.10%
I***** Display	713,223	0.09%
N*****G****	1,253,038	0.26%
N**** Fuels	222,656	0.30%
N*****	850,732	0.08%
N**** Residential	26,224	0.28%
R*** Residential	100,281	0.27%
R***** G*** & E*****	4,791,461	0.17%
T***** Public U*****	3,613,479	0.14%

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

Consumer and Business Database Matching

100% reach to consumers and businesses, enhanced with over 750 data variables, including current service providers

Robust Trade Area Targeting

Target prospects who are close to a storefront

Device-Independent Reach

Reach users at home, work and on the go

Preferred Media of Consumers

We map all consumers 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.

In telecommunications and energy online 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 25 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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