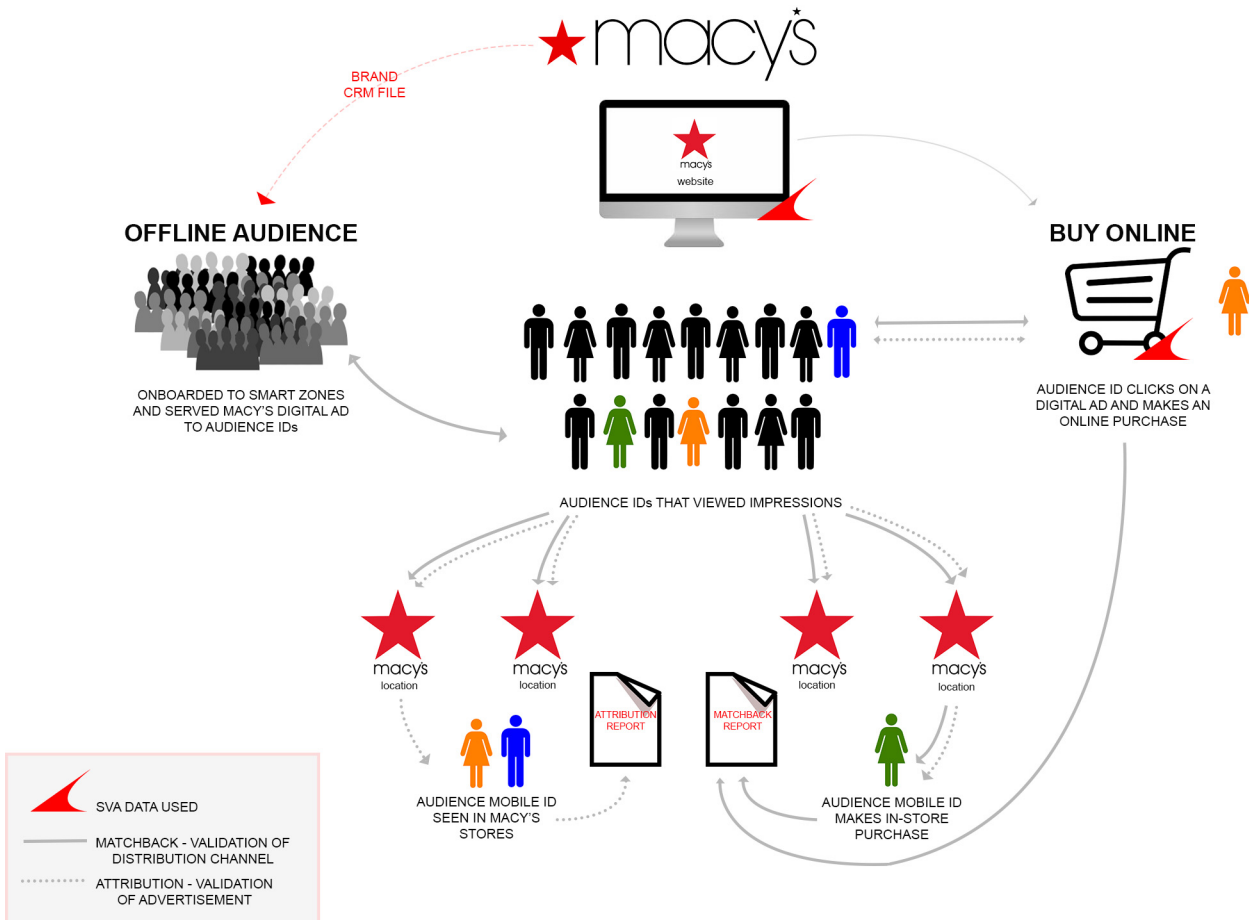


Matchback and Attribution

Matchback and Attribution is based on connecting a Custom Audience or a customer CRM file back to all of the touchpoints with which they engage. Any list of Offline Prospects, CRM Records, website impressions, or in-store visits can be onboarded for audience targeting or matchback and attribution.

- **Audience Impressions Served:** The audience IPs defined at the time of building an audience are linked to the impressions served in the campaign. Further down this same track, the impressions that lead to a click-through are captured and measured. Those that click or those that are served can be linked back deterministically to the audience member.
- **Website Visits:** Incorporating the FREE Site Visitor Attribution (SVA) tag onto the landing page or the website allows deterministic matchback to the audience member whether they visited to get more information or to make an online purchase.
- **Store Visits:** Built into the Matchback and Attribution process is a method for measuring store traffic on the mobile devices of the audience that has been served impressions. The store traffic of mobile devices is maintained before and after the campaign in order to attribute an impression to a store visit in many cases.
- **Customer CRM Data:** Match back known customers to anonymous online and store activity.

Matchback and Attribution automatically generates reporting that will deterministically link the interaction of offline and online audiences to a campaign, the website, and the storefront.



Matchback Process Supports Co-op and Promotional Spend Between Dealers and National Brand Resellers

Each month, over 2,000 auto dealerships send Semcasting their CRM transaction data on new car purchases and repair lists. The UDX Matchback process converts the CRM postal records and emails to the Smart Zones unique ID. In addition, visitors to the auto dealers' lots are monitored by GPS when they are using their smartphones.

Each of these unique Smart Zones IDs from the dealer website, the dealer CRM and repair data, and the visitors to the lots are matched against the IP logs of top online auto selling sites. The objective of the auto selling sites is to demonstrate their ability to influence inventory sales at the dealer level. Proof that auto buyers were using the national websites as a source of inventory and reference to purchase validated the dealerships investing in maintaining a national presence with their inventory. The ability to layer in the Mobile Footprints of consumers to both the dealerships and national websites also created promotional opportunities and leads.

Month	Dealer Records	Matchback / SZ_ID	ID Match %	3rd Party Site Match	3rd Party Match %
July	570,982	410,000	72%	172,010	42%
August	951,246	698,326	73%	292,287	42%
September	457,888	345,870	76%	167,401	48%
October	610,684	465,186	76%	226,691	49%
November	492,327	379,116	77%	185,865	49%
December	485,934	371,121	76%	176,475	48%
January	521,156	413,962	79%	222,417	54%
February	763,276	611,075	80%	373,464	61%

Attribution of Advertising Spend in Health Insurance

The challenge of advertising is connecting the target audience with served impressions, click-throughs, and website visits. Using the UDX Attribution and Matchback process, a leading Health Insurance Provider outlined a list of potential Part D Insurance clients to reach with a digital advertising campaign. Existing policy holders were onboarded to the UDX_ID, as were the target prospects.

The UDX_ID was monitored against the audience of prospects to assure ad spend was accurately deployed. A Site Visitor Attribution (SVA) tag was placed on the Healthcare Insurer's website to allow website traffic and click-throughs to be attributed back to their ad spend and to the creatives that resulted in visits.

Offline Audience Count	Online Impressions	Audience Impression Match	Audience Site Match	Conversion Match	Cost Per Conversion
84,684 / 91% Match	28,045,119	73%	45%	79%	\$4.03

CHANNEL MATCHBACK

Master distributors, national online storefronts, and major brands benefit by being able to match traffic and purchases back to dealer and CRM-customer activity associated to brand or third-party reseller actions.

PROMOTIONAL ATTRIBUTION

Specifically attribute the first or third-party advertising audience by validating impressions served to the target audience and measuring what actions the audience took on the website or in a store based on promotional spend.



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