

# Semcasting Fact Sheet

## ◀ ABOUT

**Founded:** 1998

**Location:** Andover, MA

**CEO:** Ray Kingman

Semcasting delivers custom data solutions that allow marketers and data analysts to successfully target customers, define new markets, manage risk, and detect fraud. Semcasting has automated the predictive modeling process, which has traditionally been employed only by large institutions for large-scale marketing campaigns due to the high cost and lengthy turnaround time typically associated with it. We have leveraged our 120 million-household, multi-sourced databases against hundreds of response data contributors to create a highly targeted data store with both traditional compiled information and consumer propensities. Whether you are trying to define a trade area, identify high net worth prospects or detect credit card defaults, our predictive modeling and unique data resources allow you to make more accurate projections about future behavior.

## ◀ CONTACT

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## ◀ PARTNERS / CUSTOMERS

Semcasting provides partner solutions for marketing agencies, list managers and brokers, enabling them to offer targeted direct mail communications to their clients. Semcastings' On-Demand Targeting solutions leverage existing data to improve the accuracy of new data purchases. Our clients see increased ROI by as much as 10-30%, and improved response rates by 7-15%.

In 2008, Semcasting fulfilled over 1200 campaigns using On-Demand Targeting for a variety of partners and customers, due to an increasing demand from clients to more effectively improve campaign results and ROI with more precise targeting. Since introducing the On-Demand Targeting solution in 2006, Semcasting has increased the number of campaigns served an average of 42% quarter over quarter.

Our partners include Acxiom, GlobeDirect, Lortz Direct, Valassis, N2N Direct, Rauxa, Anchor Computer, Data Partners, CTRAC, DNM3, and over 100 other industry marketing professionals.

We have customers in a broad variety of industries, including:

### Financial Services

MasterCard  
SunTrust  
Travelers  
HSBC  
Bank of America  
CitiGroup  
Circle Lending  
U.S. Bank

### Non-profit

AAA  
Smithsonian  
YMCA  
Boy Scouts  
Salvation Army of Northern New England  
Philabundance  
Cleveland Food Bank  
Greater Food Bank of Chicago

### Telecommunications

Vonage  
Bell South  
Sprint  
EarthLink  
Americatel

### Home Services

Grossmans  
The Maids  
CKH Windows  
Owens Corning  
Anderson Windows  
Four Seasons Sunrooms  
Interlock Roofing

### Retail

CVS  
Circuit City  
Filene's  
Stickley Audi Furniture  
eBay  
Jordan's Furniture  
Vacation Outlet  
Hilton Hotels

### Sports/Fitness

Gold's Gym  
Houston Texans  
Cleveland Browns  
Cleveland Cavaliers  
Atlanta Falcons  
Jordan's Furniture  
Hilton Hotels

## Semcasting Fact Sheet

### PRODUCTS

**Semcasting Social** provides product marketers, public relations professionals, and advertisers with the analytical tools to monitor public opinion, statistically analyze what is being said, measure sentiment, and identify the people and events that are influencing change. Postings are summarized by intent and popularity and then mapped to over 700 attitudinal, behavioral and demographic attributes, including life stage, education, ethnicity, affluence, and interests. Combining semantic and behavioral technologies with predictive analytics, Semcasting Social monitors postings on social media platforms and in the blogosphere about a specific topic or products the marketer cares about.

**Semcasting On-Demand Targeting** leverages our predictive modeling technology and data assets by wrapping a seamless application workflow around modeling and data management:

- Create customized lists to target the best prospects for direct mail campaigns of any size
- Eliminate the time and cost constraints associated with traditional model generation (24 to 72 hours to execute campaigns)
- Integrate advanced customer profiling, trade area mapping and list scoring into the list selection process

Deliverables include:

- Customer Profile Reports
- Model Reports
- Trade Area Segmentation/Trade Area Maps
- Count Distribution Reports
- Targeted Lists with Scores

**Semcasting Modeler** is our patented core technology that automates the predictive modeling process. Modeler leverages genetic algorithms to reduce the total model development cycle time from weeks or months to hours or days. It allows the propagation of hundreds of models in a fraction of the time that it takes to build one model that uses standard analytical processes.

**Semcasting Database** combines over 60 million permissioned email addresses appended to households with physical addresses and telephone numbers. It also includes comprehensive coverage of over 100,000 of the most popular public websites, analyzed for contextual relevance through keyword extraction and mapped into contextual clusters that identify interest segments. This information, when leveraged in the predictive modeling process, will identify the best options for channel outreach across multiple customer/prospect touch points.

**Semcasting Prospect Universe** is the most accurate and comprehensive multi-sourced consumer data solution available, with over 120 million households and 209 million individuals. Each household includes multi-channel contact information and over 800 variables, including wealth indicators, personal attributes, home, auto, and consumer behavior with Zip+4 level credit indicators.

**Semcasting Affluence Indicators** focus as narrowly as possible on the affluence factors and behavioral motivations that drive success in campaigns. These data elements have been developed to reflect the current climate with the most accurate sources available from local, regional and national surveys, treasury research and primary data collection.

The Affluence Indicators include:

- Premium Income Estimate
- Discretionary Income Index
- Recession Sensitivity Index
- Invested Assets
- Home Value Estimate
- Net Worth
- Business Owners @Home
- Vehicle Value Index
- Wealth ID
- Charitable Giving Index
- Educational Savings
- Real Estate Investor
- Vacation Property Owner
- Savings Bonds
- Home Equity LOC
- Life Insurance
- Equities Stockholder
- Mutual Funds Investor
- Loan-to-Value Estimate
- Non-savers: Earn & Spend
- Non-savers: Overspender
- IRA and 401-K Index