



SEMCASTING

AudienceDesigner
by Semcasting

Upgrade Your Onboarding & Measurement

Introducing AudienceDesigner by Semcasting: This innovative self-serve platform is designed to transform your customer and prospect lists, website visitor data, and physical store traffic into highly targeted digital advertising. ADS offers seamless activation across various digital, social, and television platforms. With its cutting-edge Real-Time Reporting feature, you gain immediate insights into precisely who is being reached by your advertising campaigns as they unfold.

Key Value Proposition

- AudienceDesigner by Semcasting (ADS) allows license holders to upload postal files, emails, device IDs, website traffic and geo-fenced locations, and instantly convert them in Media Platform IDs at an 85% average match rate.
- Segment and Optimize: Build custom audiences from scratch using the advanced ADS design features with over 8,000 public data attributes on 265 million individuals and 19 million businesses.
- Activate on all Major Digital Media Platforms and Social Platforms the same day.
- All NEW: Breakthrough matching technology allows you to track your campaigns and identify in Real-Time the users who have seen your advertising and who have not. Campaigns can run on one or multiple platforms—true cross-platform attribution in Real-Time.
- Want to know who is visiting your website? Instantly and automatically turn them into names, addresses and digital leads in your AudienceDesigner Dashboard.

AudienceDesigner is Available as a Free License to Qualified Marketers.

Advertisers pay only for records served, or those turned into leads.

The Semcasting Identity Graph

167M

HOMES

251M

 GPS PARCEL DATA
 LOCATIONS

265M

INDIVIDUALS IN U.S.

19M

BUSINESSES

730M

HASHED EMAILS

6.08B

SHOPPER VISITS

31M

POINTS OF INTEREST

633M

MOBILE DEVICES

30+

DSP/SSP INTEGRATIONS

327K

RETAIL LOCATIONS

11

CTV/OTT DEVICE TYPE

The Semcasting Identity Graph aggregates data linked to physical locations, encompassing households, businesses, and various points of interest.

Onboarding - 85% Match Rate

- Seamless integration of customer data from a range of sources, including CRM systems, email lists, devices, proprietary database IDs, DSP IDs, NPIs, and more.
- Use the Semcasting ADX pixel to translate site visitors into Audiences or incorporate into measurement.
- Provides a clear view of outreach capabilities, download unmatched records.

Audience Designer

- Facilitates the segmentation of first-party audiences into highly targeted microsegments, enhancing real-time measurement and decision-making.
- Gives access to specialized third-party audience segments across various industries for precise audience targeting, such as healthcare, B2B, political, home services, retail and travel & entertainment.

Real-Time Measurement

- Cutting-edge, Real-Time audience measurement using an ADS Impression Pixel, with hourly data refreshes for maximum accuracy.
- Enables assessment of audience reach, website traffic influence, store visits, and the impact of advertising on sales.

Activation in the Same Day

- Direct integration with major DSPs and Social Platforms like Xandr, The Trade Desk, Nexxen, Adobe, StackAdapt, Meta, and Pinterest.
- Capability to create curated deals with SSPs including OpenX, Xandr, and Magnite.



Looking to talk?

Semcasting provides marketers with a privacy-first first-party customer data environment supporting identification, activation and performance measurement across the entire digital ecosystem.

Get in touch at info@semcasting.com.