



## Semcasting Identity ToolBox

The Identity ToolBox is a Brand and Publisher Data Discovery Platform (DDP) that unifies digital and offline signals in a common identity space. ToolBox provides a single workflow for Brands and Publishers to capture and enhance their first-party data for: lead generation, website visitor identification, CDM - CDP data enhancement, onboarding and measurement.

**Marketers are often quick to realize that they have gaps in their marketing stack, whether it's needing deeper customer insights through data appends, proving campaign effectiveness with measurement solutions, or identifying website visitors.**

Multiple "point solutions" exist for data enhancement, digital onboarding, website visitor identification and campaign measurement. These options require that a brand establish a unified identity framework to pull data together across all these touchpoints. They also highlight the hidden costs in time, money and surprises that are involved in platform integrations across multiple vendors. Semcasting Identity ToolBox was designed to address these gaps in marketing efficiency.

### **ToolBox provides an end-to-end application framework for:**

- **Data Appends and Enhancement** of first-party customer data from a fully integrated database covering 265MM people and 18MM businesses. Marketers have self-serve and on-demand access to append over 8,000 data elements to their CRM or customer data.
- **Direct Onboarding and Activation** to 30+ digital platforms including DSP, SSP, radio, linear and connected television. Design and activate segments the same day with 83% average match rates and full transparency into who matched and who did not.
- **Spotlight Measurement Reporting** that reports on an impressions level who in your audience segment was served, how many times and who remains, facilitating better control of campaign budgets.
- **Website Visitor Identification** through advanced tagging of site visits that identify first-party engagement and automatically generating new prospect lists and segments for follow up.
- **Lead Generation** lists that are pre-qualified by impressions served, website visits or in-store traffic. Identify ABM, direct mail or direct outreach prospects to maximize coverage of engaged potential buyers.

## The Identity ToolBox Value Proposition

The Identity ToolBox was designed to address the major gaps in inefficient marketing execution by proving a common identity and application framework that stitches together customer and prospects with the application capabilities they need to immediately succeed.

## Trial and Pricing

Qualified organization receive a 45-day trial license where they are provided hands-on training and implementation support on ToolBox's data security features, data appends, segment building and onboarding, website and creative tagging and Spotlight measurement reporting.

ToolBox also addresses hidden costs by offering as a self-serve turnkey application with no fees for data usage, onboarding, lead generation or measurement. There is no usage-based option.

ToolBox is provided on a subscription basis that is determined prior to or during testing based on the number of records under management and/or based on anticipated media spend. Please send us an email at [IdentityToolBox@semcasting.com](mailto:IdentityToolBox@semcasting.com) if you are interested in learning more or getting a quote based on your organization's needs.

## Privacy Protection

Semcasting diligently protects the online privacy rights of consumers. Licensees are required to have a compliant website privacy policy and opt-in notice to visitors that meets CCPA, CPRA, NAI and DAA requirements. Identity ToolBox may not be used for patient healthcare targeting without proper notification and a HIPAA-compliant program in place.

## Looking to talk?

Semcasting supports marketers with control of first-party customer data, enhancement, activation and performance measurement across the entire digital ecosystem.

Get in touch at [IdentityToolBox@semcasting.com](mailto:IdentityToolBox@semcasting.com).