



Smart Zones for Politics and Advocacy

Overview

Every political campaign recognizes the need for a digital strategy, but not all options are created equal.

The decades-old cookie technology that is used in most online advertising is particularly inefficient for the needs of politicians. Over half of users block third-party cookies, many browsers no longer enable them, and most mobile devices do not support them. The process of onboarding a voter file will typically take a week or more and only generates a 20% to 30% match rate. All of this combines to eliminate the benefits gained from leveraging data and make digital a far less powerful medium of communication.

The Semcasting Smart Zones® audience-targeting platform was developed without the use of cookies or any tracking technology. It provides enhanced, voter-ready audiences through IP-based targeting that will reach nearly 100% of voters online regardless of the device.

Smart Zones Benefits

1. 100% Offline to Online

Semcasting has the unique ability to match voter lists without the need for cookie pools. These audiences can be built from client lists or created using Semcasting's voter file. Campaigns can be managed by Semcasting or the audiences can be posted to DSPs of record.

2. 24-Hour Campaign or Audience Turnaround

Due to the nature of our IP-based campaigns, there is dramatically reduced lag time from receipt of audience to live campaign. Segments can be built within 24 hours, and are often posted the same day.

3. Leverage Existing Campaign Website Data

Match your IP address web logs back to consumer addresses in order to profile donation and volunteer pages. IPs can be turned into postal addresses, email lists, and social handles — or they can be targeted online.

Since 2012, Semcasting has created over 500 IP-based digital audiences for political campaigns and advocacy groups, which has allowed our clients to reach all of their target voters.

Use Cases

- Create a list of supporters and begin reaching them in less than 24 hours
- Using geo-fencing, Semcasting can deliver advertising to every Internet-enabled device in a defined location. Build a hot-spot around polling locations to make a final pitch to voters, or cover a campaign rally to augment messaging
- Quickly build a volunteer base in a specific area by retargeting visitors to volunteer webpages who live in designated towns

Campaigns Tested



About Semcasting

Semcasting is the next generation in Data Management Platforms providing actionable intelligence for marketing services, CRM enhancement, and manufacturing logistics on any Internet-enabled device. Our Semcasting Smart Zones® platform maps the demographic attributes of real consumers and businesses to their online Internet delivery points in order to automate the creation of highly qualified and verified audiences. We match customers, prospects and Internet traffic to the locations and devices they prefer, enabling analytics and advertising to be targeted with nearly 100 percent reach and unrivaled accuracy.

Semcasting

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