SEMCASTING

B2B Marketing with Quality and Care

The Challenge in B2B Marketing is Access to Decision-Makers at Scale: Finding the right person in a business is challenging because company networks typically block cookies and individual identities. IP networks only provide access to the modem and every logged-in person in the business indiscriminately.

B2B Marketers may find themselves with too many unqualified people to target or - more often than not – too few.

Access to Decision-Makers at Scale

Semcasting Title-Based Targeting (TBT) introduces an entirely new approach to navigating the access and scale challenges that B2B Marketers face. Title-Based Targeting uses advanced natural language processing and keyword intelligence. TBT allows Marketers to reach people by their job titles, industries, company, experience, and seniority. TBT has coverage of over 90 million employee positions.

The ADS approach is pre-identifying employees at their business and home and with multiple online and offline connection points like emails, device IDs, website pages, preference, and top digital media platforms such as The Trade Desk, DV360, Facebook, Xandr, and Verizon.

With all of these connections across business and homes, marketers can finally precisely identify and reach the right people at scale to efficiently drive campaign success. With over 90 million professionals at home and the office, marketers finally have the transparency they want and the scale they need to succeed.

	TRADITIONAL	EMPLOYEE-BASED TITLES (TBT)
1st Party CRM Match Rate	25-40%	80-90%
3RD party Titles Available	-	7.5 milion
Employees @Office	-	≈ 125 milion
Employees @Home	≈ 10%	94 milion
Employees IDs	Cookies Devices	IP, Device, Email, Address, Phone, Context
Clean Room	N/A	Integrated Privacy

Traditional cookie-based methods to data onboarding achieve 25-40% match rates, which effectively hamstring any lead generation program before it gets started. Beginning any campaign with a matching process that arbitrarily weeds out more than half your decision-makers can preordain a failing ad campaign.

Title-Based Audience Process

15.2M COMPANIES	**1,572** INDUSTRY COVERAGES	**98.6M** EMPLOYEE COVERAGE
7.5M UNIQUE TITLES	**140** FUNCTION/ROLES	**47** DEPARTMENTS
4 LEVEL OF POSITIONS	**74M** DEGREES	**1.5M** CERTIFICATIONS
411.8M EMAIL/HEM	**704** INTENT CATEGORIES	**97M** @HOME PROFILES

Access the Data:

AudienceDesigner by Semcasting (ADS) - Easy-to-use, self-serve; onboarding, audience design, insights, omnichannel activation and attribution.

Managed Service - Work with our expert team to build out the audience and media strategy.

Clean-Room Matching Delivers Superior Unique Match Rates

With ADS' data onboarding and direct syncs to the top Demand-Side Media Platforms, TBT becomes available at a superior scale. ADS makes it easy for Marketers to unlock additional value by activating their 1st Party Data via ADS' cookie-free data onboarding and design platform so that they can design and combine their data with B2B data and TBT. A Marketer always controls their data because the ADS platform anonymizes client data files and does not retain the source files. AudienceDesigner with Title-Based Targeting is a Clean Room environment – certified by all digital privacy groups from DAA to SOC2. With an average of 85% match rates for 1st Party CRM data, marketers can achieve superior results with their B2B campaigns with both ABM and Title Targeting campaigns. Allowing marketers to efficiently reach their best business decision-maker prospects across any digital devices - at home, work, and across all media types - programmatic, CTV, and Social.

There are two different popular strategies in B2B Marketing

Account-Based Marketing (ABM)

A strategic approach that prioritizes and eliminates prospects through a funnel management process aimed at discovering the best qualified, in-the-market candidates.

- Problem of too many targets

- Can be expensive and ineffective need to constantly fill top of funnel with qualified targets

Title-Based Targeting (TBT)

AudienceDesigner by Semcasting uses automation to help marketers make online ad purchases that reach a very specific audience based on employee titles.

- 90 Million+ B2B leads by title assures quality at top of funnel

- TBT tactics provide marketers with a direct path to the right businesses and decision-makers

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.