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.
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.