



SEMCASTING



CASE STUDY: CTV AD AND MEASUREMENT

A performance-based connected television (CTV) advertising and measurement platform employs curated CTV inventory from streaming television, including channels like Hulu, NBC Universal, Pluto TV, Tubi and Univision.

One-to-One Attribution for CTV

The TV advertising and measurement platform has positioned itself to provide marketers with one-to-one attribution reporting for CTV, display and native advertising. From its introduction, CTV was considered a vehicle for replacing television rating systems with a more deterministic measurement capability than the cost panels in place today.

As streaming has cut into the networks and the cable platforms, a linkage to the CTV device and the home modems has become increasingly important. IP targeting is often used for CTV and is common to all internet advertising delivery points. The traditional cookie can't help on mobile devices or CTV. An IP is important for CTV, but it isn't the full answer.

For the TV advertising and measurement platform to reach advertisers and measure performance across multiple channels, platforms and tactics, including CTV, they had to be able to resolve to a variety of identifier types - ultimately pointing to a person or a location.

The TV advertising and measurement platform recognized that the ability to synchronize across multiple digital and offline platforms would bring a new level of transparency and optimization potential to digital advertising that has been missing.

IP is Key to Cross-Channel Measurement

Initially, the TV advertising and measurement platform used AudienceDesigner by Semcasting (ADS) to activate audiences for its display, native and video-managed advertising campaigns. This included onboarding first-party audiences and enhancing audiences with Semcasting third-party data.

The Identity Spine Required to Synchronize Measurement Across Platforms

► **IDENTITYXCHANGE**

► **AUDIENCEDESIGNER(ADS)**
by Semcasting Managed Service



To deliver on its enhanced measurement and optimization solution, the partnership quickly expanded to leverage Semcasting IdentityXchange (IDX) to build an identity graph matching all available identifiers to individuals, homes and businesses across the United States.

IDX is an API identity resolution platform that provides the TV advertising and measurement platform with the necessary identity spine required to connect first-party prospect data to multiple media enablement platforms simultaneously. Being connected across platforms and tactics allowed the TV advertising and measurement platform to offer both onboarding, and measurement of results on the same platform.

With Semcasting's patented constellation multi-touch identity resolution approach, IDX is updated daily, mapping up to 50 touchpoints online and offline (postal locations, mobile device IDs, emails, HEMs, DSP IDs, etc.) into one digital identity linked to an address.

All individual and household IDs can be directly associated with demographic profiles and professional identifiers like a consumer's voter ID or a healthcare provider's NPI. All IDX licensees can optionally add their proprietary ID to IDX to maintain a persistent linkage between their first-party data and the IDX constellation of identifiers in order to maximize match rate integrity.

IDX matching is executed in an anonymized clean room in the cloud, where the proprietary ID of the media platform enables both the onboarding and the measurement process without being shared beyond the ADS clean room.

When confirmed to a modem, the IP can be as deterministic as the postal address, or as imprecise as a city block. An IP assignment is not persistent and must be updated and verified at least weekly.

Semcasting has incorporated a proprietary, patented scoring system for IDX based on the currency of the IP

signal and the number of cross-references to other IDs that exist for a person or household. Supporting over 50 ID types, the scoring system tracks the status of the match key relative to currency and whether it has been verified by connection of other devices to a network by a known user.

Semcasting's patented IP assignment methodology is unique because it does not involve the bid stream or any browser activity. The IP mapping is direct from Federal Communications Commission (FCC) reporting by the internet service providers (ISPs), which means that the coverage is uniform across the U.S, eliminating any gaps or conflicts in coverage. Each IP signal is presented for hourly verification of modem traffic and cross-checked by massive coverage of device WiFi connections.

Patented Scoring System Scores for CTV Measurement

IDX is an API platform that provides the TV advertising and measurement platform with the necessary identity spine required to connect and measure prospect engagement across multiple media enablement platforms.

IDX provides licensees with a constellation of online, media platform and offline identity touchpoints that all tie back to individuals, homes and businesses. Whether the marketer is looking to onboard an audience or measure whether the audience membership is meeting required standard levels, the marketer has full control of the identity keys needed to manage and provide proof of performance.

The TV advertising and measurement platform's media, with IDX, matched 92% of its first-party audiences, and 78% of identifiers to locations scored as an "A" for having multiple source IDs to confirm an audience member to an individual device, email, home or business.

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 info@semcasting.com.