



SEMCASTING

CASE STUDY: VERTICAL MARKETING PROVIDER

## Unlocking Digital Performance for Vertical Solutions Providers with 2.3X Match Rates

- ▶ **IDENTITYXCHANGE (IDX)**
- ▶ **AUDIENCEDESIGNER (ADS)**  
by Semcasting Managed Service

Vertical Market Provider (VMP)  
Empowers Real Estate Professionals  
with Targeted Advertising, Lead  
Generation and Measurement

### Reaching Potential Property Buyers

The VMP provided personalized digital advertising and lead generation solutions that enable realtors to build their client pipeline and measure advertising performance. Their business helped over five thousand independent local real estate professionals reach potential property buyers with programmatic advertising, as well as generate leads from the prospects who visited the realtor's personalized website. To do this, they onboarded CRM and prospect address files to an onboarding solution provider who supplied digital identifiers that activated advertising on Microsoft Advertising Invest (formerly known as the Xandr DSP).

### Counteracting Low Match Rates

Two significant challenges emerged. First, the VMP grappled with alarmingly low activated match rates to the CRM/prospect audiences due to the local market nature of the audiences. Onboarding through cookie collection and so-called universal identifiers is dependent on coverage.



This traditional approach is often slow to deliver, with match rates that can fall below 30% when not a generic national audience. The issue compounded when applied to site traffic being compared to the target audience of the advertising.

The second challenge was tied to the intricacies of real-time onboarding, updating and measuring thousands of independent real estate professionals' CRM files which needed to be tracked through a workflow that spanned an audience, to the media impressions, to a site visit and finally ending in a qualified lead.

The low match rates the VMP experienced hampered limited reach to home buying prospects, and the slow activation process limited the benefits of the automation process the VMP had designed.

### Onboarding and Activation Automation

The VMP leveraged Semcasting's IdentityXchange (IDX) API Platform to dramatic effect. The VMP did a series of head-to-head tests with the exact same file of prospects with the incumbent onboarder and Semcasting to see what the reachable audience scale was within the Microsoft Advertising Invest platform.

The unique patented cookieless identity graph of IDX delivered 2.3X the audience scale. Through the IDX API, the VMP was able to execute audience deployment in under an hour and sync the site visitors traffic into the IDX workflow, allowing measurement and leads to be delivered within a day of the visit.

### Semcasting Identity Graph Includes

- Patented Constellation Identity Graph that combines IP, device identifiers, hashed emails, GPS location, households and businesses with over 30 Media property demand-side and supply-side platforms.
- Bi-directional sync of all graph properties facilitates robust onboarding and measurement across multiple touchpoints for consumers and business marketers.
- The IDX Platform API is designed to provide the solutions provider with the exact combination of data attributes they need to execute their solution. The IDX platform is updated daily on the current IDs so the client controls the data and its deployment.

### Effective Customer Identity Solution

The partnership between the VMP and the IDX Platform API solution combined the expert workflow of the VMP with the backbone of customer identity required to deliver essential and timely value to thousands of independent realtors in local markets. Reach and time-to-market is a critical factor in supporting local service providers through digital solutions. IDX helped the client transcend their immediate pain point and is helping them to expand their coverage of real estate professionals in more markets.

▶ **2.3X Audience Scale**

▶ **Deployment in an Hour**

▶ **Leads Within a Day**

## 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](mailto:info@semcasting.com).