

Fortune 100 ISP Increases Awareness With Semcasting Targeting Strategies

- ▶ **MOBILE FOOTPRINT**
- ▶ **TITLE BASED TARGETING (TBT)**

Semcasting and Rickard Squared teamed up to successfully influence government decision makers through a precisely targeted B2B branding campaign for a Fortune 100 cable, fiber and ethernet service provider.

Building Awareness

A Fortune 100 internet service provider (ISP) was accepted into the state of California Department of Technology procurement portal, CALNET. But, the company had no brand recognition or footprint in the Sacramento market, where the majority of the government decision-makers live and work.

While most B2B solutions have long sales cycles and require buy-in from several stakeholders, government contracts are infamously extremely complex deals. To even be in the consideration set for the coveted government contracts, the ISP needed to build awareness with a very niche audience – local, state and federal government agencies, specifically the IT decision-makers in infrastructure and technology.

Rickard Squared enlisted Semcasting as a trusted data partner to help the ISP execute a brand awareness campaign that would keep the brand consistently front and center with the right people – both in the office and at home. That way, when any particular department's internet contract was up for renewal, the appropriate titles would be educated on the brand's specific offerings and differentiators.

Two-Pronged Approach

The ISP needed to establish brand recognition in a new market with a very niche and specific group of government employees. It was critical to set precise audience targeting parameters for efficiency and appropriate engagement with the landing page and within the CALNET platform.

B2B decision-makers are still people at their core. Semcasting and Rickard Squared employed a two-pronged targeting strategy to reach the niche audience both in the office and at home.

First, Semcasting Mobile Footprints was used to pinpoint 42 state agencies and the Capitol building in Sacramento.

Mobile Footprints is a fusion of geofencing with mobile device targeting and IP targeting. This means that the brand was able to reach people while they were in the appropriate state agency and Capitol buildings, but also extend reach to those same users at other locations and on other devices.

Additionally, Rickard Squared and Semcasting overlaid job title data onto the Mobile Footprints insights to reach the right audience at home across household devices as well as in the office.

Semcasting Title-Based Targeting (TBT) reaches people by job titles, industries, company, experience and seniority. Rickard Squared was able to leverage TBT to clearly define a list of CIT decision-makers with titles of CIO, CISO, VPs and IT directors in infrastructure and technology, including business intelligence, cloud solutions, security, network, administration, telecommunications and more. There was intentional duplication between the audience locations to ensure an ideal frequency and added impressions.

Results

The highly targeted branding campaign supported the ISP vertical sales team trying to make headway in a new market with government decision-makers. In one instance, a sales representative for the ISP was in one of the state agency buildings and was served an ad from the campaign, proving it was reaching people while at work.

The landing page generated more than 2,000 views a month from the target audience during the course of the campaign.

Based on the increase in brand awareness and engagement, the ISP is working with Rickard Squared and Semcasting to deploy a second campaign with a similar strategy to target government agencies in the Midwest.

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.