

Get Ahead of Your Competition by Targeting Remote Workers

- ▶ **B2B**
- ▶ **TITLE-BASED TARGETING**
- ▶ **MOBILE FOOTPRINT**

With Semcasting's innovative Account Based Marketing and digital targeting capabilities, an e-learning advertiser significantly boosts the success of their campaign.

Corporate E-Learning

In the ever-changing world of remote work, corporate e-learning has been taken to a whole new level. The move to telework has caused many marketing strategies to be reevaluated as well, particularly when it comes to targeting specific business prospects. While HR professionals that promote e-learning have traditionally been found in their desks hinging on the latest trends and technological advancements, the novel coronavirus pandemic has disrupted that dynamic and made these individuals harder to reach. With millions of Americans now working remotely, leaders in corporate e-learning have had to come up with creative solutions to engage with this highly coveted audience and effectively market their upcoming webinar.

Account Based Marketing

Working with Semcasting's unique, innovative Account Based Marketing and employee-at-home digital targeting capabilities, an e-learning advertiser was able to significantly boost the success of their campaign. Leveraging the client's target account list, Semcasting was able to successfully onboard these companies by utilizing Audience Designer by Semcasting (ADS). Tapping into Semcasting's Identity Graph, the client was able to not just target employees at their businesses location but also employees who were working from home.

Moreover, with the help of Mobile Footprints, the advertiser was given the opportunity to glance back in time at devices seen in those office locations prior to many organizations pivoting towards indefinite work from home requirements. Mobile Footprints, a data collection tool, is taking geo-fencing to the next level. By gathering and analyzing billions of opted-in mobile location data signals, they

are able to identify devices connected to households and target their ads more effectively.

Further focus on specific business employees and HR professionals can be achieved by opting into job title targeting. This gives them access to reach those workers at their home addresses, enabling them to deliver display and mobile programmatic advertising during work hours and through the evening. With all of these different tools at their disposal, this advertiser was able to take advantage of every opportunity available to ensure successful results.

Post pandemic and as more and more employees are working from home, companies face challenges in engaging their target audiences. Semcasting's unique focus on targeting B2B audiences and employees working from home offers a viable solution to this challenge, especially amidst postponed or modified live conference events.

Results

It is clear that these strategies can be effective—for the 2-month campaign, 1,638 web conference sign-ups were recorded, at a \$32 CPA and more than 17 million impressions generated through display and mobile ad units. These results demonstrate that with the right strategy, businesses can successfully engage with their intended audiences even under uncertain circumstances.

- ▶ **1,638 web conference sign-ups**
- ▶ **\$32 CPA**
- ▶ **17,000,000+ impressions**

Looking to talk?

Semcasting provides marketers with a privacy-first 1st Party Customer Data environment supporting identification, activation and performance measurement across the entire digital ecosystem.

Get in touch at info@semcasting.com.