



SEMCASTING

SOLUTIONS: TRAVEL & TOURISM

## Engage More Tourists by Identifying Unknown Visitors

► **AUDIENCEDESIGNER (ADS)**  
ADX Pixel Tag

► **MANAGED SERVICES**  
Custom Look-a-Like Modeling

## Identify, Build and Activate Seasonal Travelers From the Prior 400 Days

### Capture

Capture devices of tourists at area attractions, event centers and stadiums using Semcasting ADX Tag.

Turn your website visitors into digital IDs and physical addresses to send follow up online ads and postcards.

### Identifying

Link the mobile device back to the user's household where we can append address, age, lifestyle, home ownership and most importantly, discretionary income.

### Reach

Send them postcards.

Reach at home across multiple devices (phones, tablets, laptops, online radio, video and connected TVs).



## Website Visitors

Convert web visits into physical addresses ready to be targeted through direct mail, email, and postcards as well as through follow up digital channels and social media platforms.

## CRM Look-a-Like Modeling

Leverage Semcasting's patented genetic modeling technology to identify why your visitors are your visitors, and identify what is unique about them. Build a look-a-like model to find more prospects.

## AUDIENCEDESIGNER by Semcasting (ADS)

Convert the physical addresses of past visitors into digital audiences to reach all household devices by using ADS.

Reaching to home network modem allows reach to all digitally connected devices within the house (desktop, mobile, video, online radio, smart speakers and connected TVs).

Reach the mobile devices associated to the home when they are on mobile carrier networks like ATT, Verizon, and T-Mobile.

## Leveraging Offline Deterministic Data to Optimize an Audience

Travel can indeed be expensive, and the question arises: can potential visitors afford it? Browsing behavior may indicate intent, but it's important to consider if individuals have the means to make the purchase.

Leveraging offline deterministic data allows you to confirm the the household's buying power using discretionary income in conjunction with over 700 other targeting variables. Using data selections, custom segments can be defined and used to optimize the purchase funnel. The revenue generated represented an **over 500% Return on Investment**.

### PHYSICAL ADDRESS

Reach all devices in a house that are linked to a modem by converting a physical address.

- ▶ CONNECTED TV
- ▶ MOBILE DEVICES
- ▶ DESKTOP COMPUTER
- ▶ TABLET
- ▶ ONLINE RADIO

## 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).