SEMCASTING

AUDIENCEDESIGNER:

Semcasting IdentityXchange

**CONTROL OF YOUR FIRST-PARTY DATA ACTIVATION AND
MEASUREMENT: IMPROVE YOUR CAMPAIGN MARGINS**

The Semcasting IdentityXchange is a cookieless identity graph
that re-imagines identity services by putting brands back in
control of the data and deployment. IdentityXchange matches
and appends digital platform IDs to the client's 1st Party data
assets, ensuring that they maintain control of all programmatic
efforts – onboarding, real-time measurement and frequency
capping.

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No ID is the Right ID. With IdentityXchange each customer match is unique. There are no proprietary identifiers or single-match type such as an email or a deviceID that can be reused or repurposed.

IdentityXchange from Semcasting

IdentityXchange is an automated workflow API solution that runs hourly, daily or weekly against an organization's CRM, CDP, database, or other sources of first-party data. The workflow maps from a selection of 50+ record-level digital platforms the identifiers a brand needs for direct onboarding and measurement.

Whether the use is for member services, loyalty programs, or for subscriber communication, the ability to map an up-to-date digital platform identifier at a record level and have transparency to whether they have been served an impression or not is the goal. With unique user reach that averages over 85% and access to most programmatic display, social and connected TV platforms, IdentityXchange provides record-level transparency with no deployment or usage fees.

IdentityXchange is a secure cookie-free workflow that provides the tools for reach, activation and measurement - all as an extension of your CRM, CDP, data management platforms.

- Advertisers control their own data enhanced with the digital IDs they need for activation
- **Replaces black-box onboarding with next day file enhancement of first-party data**
- Append IDs to audiences, impressions, and website traffic for same-day measurement
- **Directly onboard media platform IDs for self-directed campaign activation**
- Measure CTV and Cross-Platform ID exposures for omni-channel frequency capping

265M
Individuals in U.S.

1.8B
IP Address Delivery Points

167M
Homes

19M
Businesses

31M
Points of Interest

251M
GPS Parcel Data Locations

730M
Hashed Emails

633M
Mobile Devices

327K
Retail Locations

6.0B
Shopper Visits

30+
DSP/SSP Integrations

11
CTV/OTT Device Types

With IdentityXchange, you can:

- Convert digital signals from any website visit, CTV or display exposure files into a person, household or business

- **Secure 85-90% average match rates for both first-party and campaign exposure data**

- Integrates with any existing ad stack for CTV, DSP and SSP platform identifier support

- **Match audiences to media exposures and site visits in a privacy-safe manner**

- Frequency cap across platforms the next day

- **Supports a wide range of identifiers – IPv4, IPv6; HEMS, GAID, IOS and CTV devices as well as over 30 DSP and SSP specific platform IDs. Professional, proprietary and custom platform identifiers such as NPI, Data Supplier IDs, and Brand level anonymous IDs.**

- 3-month trial, 3-month staging, and 12-month license - no deployment or usage charges.

How it Works

IdentityXchange is built on **Semcasting's proprietary constellation matching process**, which leverages multiple match keys to rank and score for the highest level of onboarding accuracy.

- IdentityXchange Applications

- **Activation: Activate against over 50+ online or offline record identifiers - with match rates between 83% to 96% on average.**

- Match Rate Scoring: Built into every integration is a confidence code for each record match.

- **Enhancement: Add value to your CRM or segmentation process by appending from a selection of Basic and Advanced variables.**

- Multi-Platform Access: Supports both onboarding and measurement when integrated into ad stack. Cuts the cost of onboarding and deployment by up to 85% with the IX fixed pricing model.

The Constellation Matching Method

The Semcasting Identity Graph utilizes a Constellation method and system for resolving digital identities across nearly 4 billion active identifiers that are being updated hourly within a clean room environment. The IdentityXchange solution allows audiences to be updated daily on DSP and media platforms.

No Single ID is the Right ID. – There is no dependency on a proprietary common identifier or to a single match type such as an email or a device that can be stolen or repurposed.

Constellation matching method resolves identity dynamically across multiple identifier types in real-time. Homes, businesses, Point of interest with GPS parcel data, hashed emails, mobile devices, and IP Address delivery points – are all being updated hourly, resulting in the most accurate match option at the right time.

Security Compliance

The IdentityXchange meets or exceeds the standards for healthcare, pharma, politics and financial services with IAB, ANA, NAI, DAA, TrustArc, and SOC2 Type II with HITRUST certification.

Match Rate Scoring

The IdentityXchange incorporates a scoring system to assist marketers with their evaluation of how best to implement identity into their workflow.

Scoring Key

"A"   "99%". The highest accurate resolution of a Network IP Address to a specific home, confirmed by repetitive WIFI connection to devices over time.

"MH"   "95%". The resolution for an Individual's Mobile Device to a Home. Repetitive dwell time confirms the person's "Top Home" status. The match may be WIFI or Carrier – the relevant match key is the device ID at a residential parcel location.

"MB"   "95%". The resolution of an individual's Mobile Device to a Business. Repetitive dwell time events confirm a person's "Top Business" status. The match may be WIFI or Carrier – the relevant match key is the device ID at a stand-alone business location.

"B"   "90%". WIFI devices confirmed at a location where there is more than one household or business. This score affirms a match of the Network IP to a specific location where the WIFI IP may be shared. For purposes of attribution a match of an audience member to a shared WIFI is often statistically conclusive.

"ML"   "75%". Mobile Device at a temporary location identified by Lat/Long where the place is not a top home or business, i.e., Starbucks, Retailer, or School. A score of 75% is helpful as it is accurate for event targeting and retail conquest.

"P1"   "80%". A network IP in a shared IP range with only one household or business indicates a high probability of an accurate match.

"P2"   "60%". A network IP is in a shared IP range, within a location equivalent to a zip9 postal code – averages 2 to 12 households per zip9. Typically, an apartment building with multiple floors or a strip mall with a shared postal office location is where the individual is unconfirmed through a secondary device ID and Home residence.

"Blk"   "Non-match". When a device and/or the IP cannot be confirmed to a home, business or individual.