

## IP Audience Zones

### Mapping the U.S. Internet by IP Address

IP Audience Zones is a breakthrough audience identification platform that maps nearly 100% of online home, education and business traffic into qualified, target-ready audiences – all while protecting user privacy.

This is targeting done the right way based on real customers, affluence, life style, interests and quantified analytics – targeting online no longer has to be a guess.

### How We Do It

The Semcasting approach to online targeting is analogous to how cable companies define broadcast zones – using our patented genetic modeling process, clusters of optimal concentrations of individuals and businesses with similar attributes are aggregated and mapped into audience clusters. IP Audience Zones provides sub-zip code level targeting resolution, categorizing nearly 100% of U.S. Internet traffic.

Our process creates over 28 million IP-based targeting Zones, each scored against more than 120 demographic variables to form clusters of IP addresses with common attributes for life stage, affluence, home ownership, auto interests, political affiliation, and social connectivity. The scoring process defines virtual clusters of IP addresses that correlate to demographic attributes or the business category that needs to be targeted.

- **Over 16 million demographically verified Home Zones categorized by 120 demographic attributes**
- **Nearly 12 million business, education, and government segments**
- **120-200 times more granular targeting than zip code level geo-targeting**
- **3+ times the audience reach of cookie-based platforms**

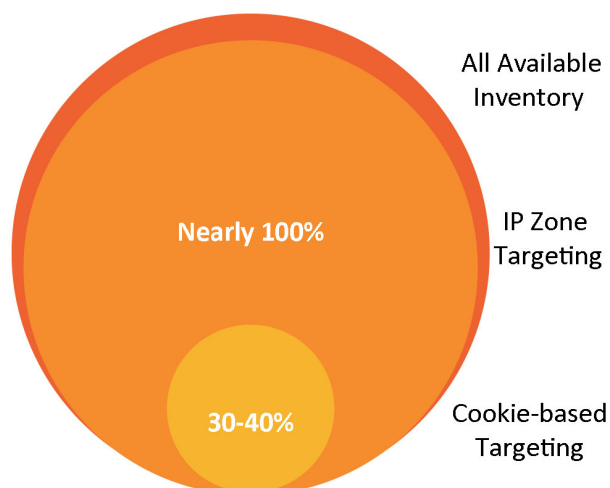
IP Audience Zones solves the three challenges of online advertising:

- **Reach** – Nearly 100% of qualified prospects every time
- **Data Integrity** – 70 million plus demographic segments, defined by over 120 variables
- **Enhanced Privacy** – Targeting without cookies and compliant with “Do Not Track”

### Reach

The largest issue for professional marketers is that with cookie and pixel based targeting, only 30-40% of the total qualified audience nationwide is reachable, leaving over half of online inventory unavailable to targeting. This is a systemic challenge to advertisers and the ad industry because it severely limits reach. IP Audience Zones transforms the 65% of the inventory with no cookie and turns it into targetable premium inventory.

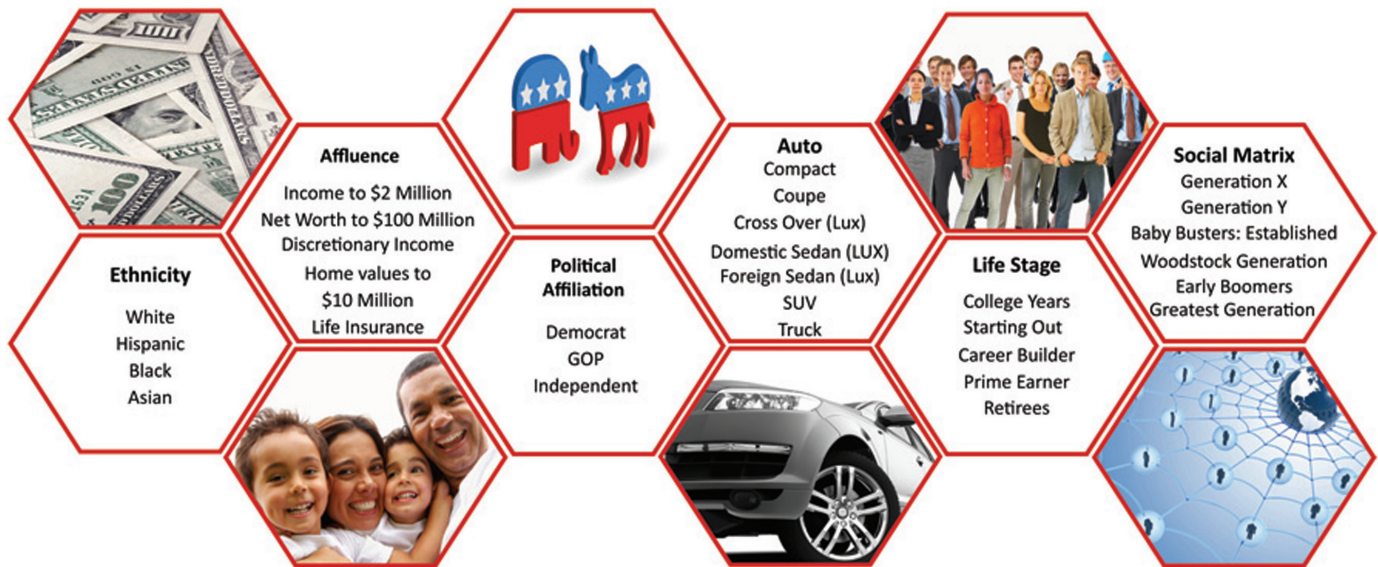
IP Audience Zones offers nearly 100% coverage – tripling the available number of qualified unique users that can be targeted, while never requiring a cookie or tracking pixel.



**Data Integrity**

IP Audience Zones solves the current industry problem of “thin data” by creating over 16 million qualified home demographic Zones enhanced with 120 variables, rather than inferring interest based on a single online purchase or site visit. Semcasting’s premium data includes ethnicity, affluence, life stage, political affinity & buyer groups, connecting traffic with a full spectrum of data assets. Semcasting’s data is compiled from primary sources and features 227 million individuals and 125 million households across the United States.

IP Audience Zones is over 120-200 times more granular than zip code geo-targeting. In addition to Home Zone data, IP Zones contains nearly 12 Million IP addresses for businesses, targetable by NAICS, SIC, revenue, and number of employees.



**Privacy**

IP Audience Zones was designed following the highest standards of online privacy and fully complies with the FTC proposed “Do Not Track” legislation and the White House’s “Consumer Privacy Bill of Rights.” IP Zones supplies aggregated data at the neighborhood level with no linkage or access to personally identifiable information or to a single individual. There is no application or usage of cookies or tracking pixels.

Rather than chasing pixels or placing cookies, IP Zones relies on Semcasting’s extensive offline proprietary data and patented modeling methodology for clustering online visitors by User Type and geo-demographic attributes. Semcasting and IP Audience Zones are IAB, DMA and TRUSTe certified.

IP Audience Zones is licensed to ad networks, DSPs, trading desks and exchanges as a binary for integration into inventory targeting platforms and is used as part of the RTB & ad networks that access media.