SMART ZONES℠
BY RESPONSORY

AIM HIGHER
WITH SMART ZONES AUDIENCE TARGETING

It's the proof that your marketing is working.

Today, the impact of Smart Zones goes well beyond IP targeting and cookie-free display advertising. It's the key to accountability for multichannel digital and direct response campaigns, linking ad impressions, clicks, web conversions and abandoned forms to CRM audiences, online interactions and offline transactions. Here's how:

SEE IT IN ACTION:

You'll find a sampling of how Smart Zones propelled performance for a variety of clients.

responsory.com/
portfolio_skills/smart-
zones/

Robust Audience Building
With access to 2 billion IP Addresses, 400 million devices, 132 million homes and 23 million businesses, Smart Zones has the deepest access and largest reach to accurate audiences.

Reach Any Device, Anywhere
Smart Zones reaches more than 400+ million unique devices and networks with coverage of more than 2 billion IP addresses.

Cookie–Free Targeting
Conventional cookie targeting onboards and delivers to roughly 30% of your audience. Smart Zones eliminates the cookie to deliver 100% reach.

Unprecedented Geo-Targeting
Hit the mark with your location-based campaigns by combining the reach of 132 million homes and 23 million businesses with 2 billion IP addresses and 400+ million mobile device IDs.

Artificial Intelligence
Look-alike modeling and audience optimization technology puts machine learning and AI to work for your campaigns, creating continuous improvement you can count on.

Website Visitor Attribution
Our Smart Zones clients get access to a powerful lead gen technology that converts anonymous website visitors to user profiles including name, address and countless attributes.

OVER PLEASE ➔

RESPONSORY
DIRECT YOUR BRAND™

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Organizations are demanding better online and offline reach among prospect and customer audiences with complete transparency. Marketers no longer tolerate a silo'd approach. The winning solution must cross channels, onboard CRM data with high match rates, support the creation of new prospect audiences, facilitate qualified lead generation and seamlessly monitor audience performance.

Smart Zones by Responsory delivers on that demand like no other.

0	750	23 million	400 million	2 billion
COOKIES	ATTRIBUTES	BUSINESSES	DEVICES	IP ADDRESSES

Smart Zones is a twice patented technology pioneered by Semcasting, a leading data-as-a-service (DaaS) provider. As a premier Smart Zones partner, Responsory expertly deploys this powerful tool for B2B and B2C IP Matching, robust audience profiling and modeling, mobile advertising (300+ million devices) with Mobile Footprints, programmatic direct mail and cookie-free programmatic display advertising.

Simply put, Smart Zones checks all the boxes. It is the must-have capability that gets our clients' brands and products in front of the right target audiences, without infringing on privacy.

Unique Features & Value Add

- ☑ Robust segmenting
- ☑ Privacy-assuring, compliant targeting
- ☑ HITRUST certification for HIPAA compliance
- ☑ High CRM match rates
- ☑ Zero data onboarding fees
- ☑ High quality inventory
- ☑ Powerful B2B reach
- ☑ Zero cookie ad blocking
- ☑ Uninterrupted mobile reach
- ☑ Fair, affordable CPMs
- ☑ Insightful, dependable reporting
- ☑ Proven value add in service and capabilities

Go Deeper with Your Audience Visibility & Reach

Let us take you on a test drive. You'll get a closer look at Smart Zones and how it works to drive web traffic, generate leads and prove marketing activity ROI. We'll share the types of results its delivered for organizations with goals similar to yours.

Request a Smart Zones audience targeting demo today.

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