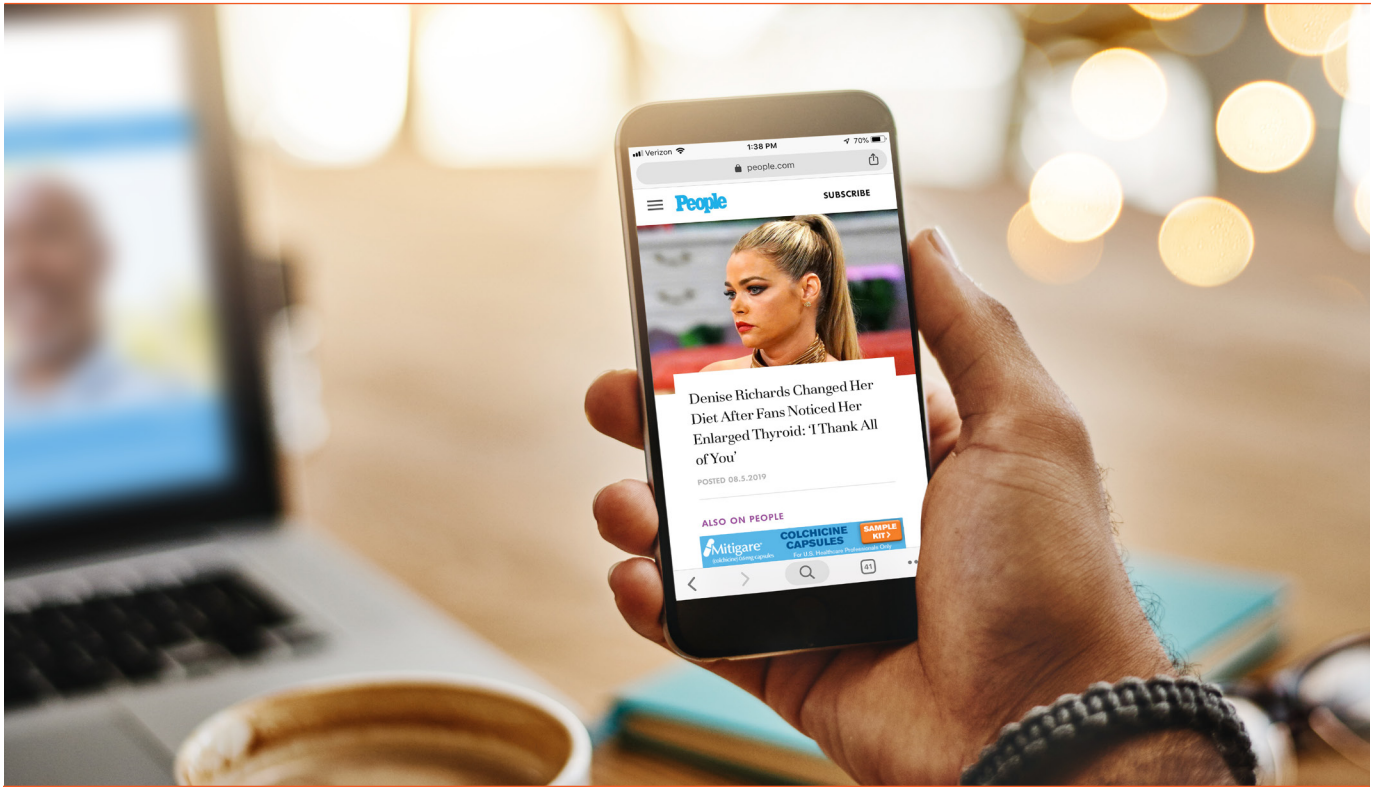# SMART ZONES
BY RESPONSORY

SMART ZONES
HOW IS SMART ZONES DIFFERENT FROM COOKIE-BASED TARGETING?

In the world of digital audience targeting, not all methods are made equal. For over a decade, brands and agencies have relied on cookies to connect offline audiences to their online presence. As more and more companies recognize the shortcomings of this technology, however, new methods have risen to the micro-targeting challenge.

Smart Zones by Responsory is a *cookie-free* digital advertising option. And, it will propel your campaigns to 100% reach. Here's how cookies and Smart Zones stack up against each other.

REQUEST A COMPLIMENTARY SMART ZONES BY RESPONSORY DEMO:

info@responsory.com
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CATEGORY	COOKIES	SMART ZONES
LIST/CRM MATCH RATE	Averages less than 30% match rates.	Typically range from 60 to 80% and above.
REACH & COVERAGE	Unknown. Depends on the match rate and number of duplicates in the cookie pool. Cookies are anonymous and indistinguishable from one another – according to Google, most users have 4+ cookies in a single segment.	100% reach whenever a user is online. Each user is unique within a zone with no duplication or waste.
TARGETING ACCURACY	Single variable match to intent or a purchase record bundled into a segment of 200-300 others. Targeting specific organizations by name, industry or revenue level.	True multi-variable matching. 750+ variables for consumers and businesses across the U.S. and Canada. Segments are one to eight households in size. Over 75% of all targeting is at a 1 to 1 level.
CROSS-DEVICE SUPPORT	Limited reach to browsers and mobile devices inside the firewall unless third party cookies are supported or they have an app installed - i.e. limited for B2B campaigns, on iPhones or on certain browsers.	Can reach or select against any device connected to the Internet at a designated location within the real-time bid stream. Targets B2B campaigns at rooftop level with 100% reach.
LOCALIZATION/ TRADE AREAS	Limited to DMA or zip codes.	Neighborhood level or rooftops of businesses. Average of 800 Smart Zones per zip code.
PRE-CAMPAIGN OPTIMIZATION	Attribution consulting services may provide guidance on best practices at a cost.	Ability to identify the media that best aligns with the consumer or organization based on history at no cost. Allows optimization for contextual categories, Click-Through Rate (CTR), ad size, time of day, and day of week before a single ad is served.
BEST USE	Retargeting campaigns. Bottom of the sales funnel applications and "click to close" offers.	Matching users offline to online. Targeting existing customers and look-alike prospects. Reaching audience across multiple devices. Building B2C & B2B multichannel campaigns. Extraordinary reach within dozens of B2B Markets.