How Your Company Can

BE IP SMART

[The Guide to IP Targeting]

IP Intelligence and Geolocation Technology

The method of finding the physical, geographic location of a user based solely on an IP address. It is extremely quick, reliable, secure, and non-invasive, and can provide multiple other insights beyond just location – all while respecting the user's right to privacy.

IP Intelligence and geolocation technologies can take your business to the next level no matter the type of online audience you serve. But Being IP Smart is about more than implementing just any solution: it's about implementing proven global technologies that are validated and accredited within the industry—and ones that produce results. So how IP Smart is your company? This guide helps determine your company's current "IP Smarts" and highlights how real businesses are seeing real results using Digital Element's NetAcuity solutions.

Inside:

- *Retail: **4 Wheel Parts***
- *Mobile Advertising: **AdTheorent***
- *Online Services: **Edmunds.com***
- *Rate Your Company's IP Smarts*

Retail

Digital Element's data provides a first-touch advantage by allowing retailers to automatically serve relevant and localized content from the moment shoppers visit a site, regardless of device type. In today's fast-paced, online shopping environment, this ability to target consumers – without requiring them to opt-in to location-based services – can be a make-or-break part of a successful e-commerce strategy, from the desktop to the aisle.

Scenario:

4 Wheel Parts, the U.S.'s largest automotive aftermarket retailer, needed a more effective way to integrate its e-commerce channel with its physical retail stores to help drive conversions for people who prefer to buy in-store after doing online research.

After exhaustive research into technology solutions, 4 Wheel Parts implemented Digital Element's IP geolocation technology, NetAcuity®, into its website's store locator. By instantly knowing a site visitor's location, 4 Wheel Parts can now automatically feature retail stores nearest to the visitor's area. And as the only retailer in its class to offer in-store pick up for online orders, 4 Wheel Parts gives shoppers in close proximity to one of its retail locations the option of picking up items in-store to avoid shipping costs.

Results:

4 Wheel Parts has seen a **6.2 percent increase** in unique page visits and an astounding **22 percent increase** in web-based store calls. Allowing customers to pick up orders in-store gives 4 Wheel Parts a point-of-purchase-based possibility of making an add-on sale.

22%

Web-based store calls increased by 22% after 4 Wheel Parts implemented Digital Element's IP Geolocation technology.

Benefits for Retail

Increase time spent on your site by providing relevant merchandise and messages.

Boost in-store purchases by showing shoppers local availability of products.

Simplify the online experience by automatically displaying retail locations nearest to the site visitor.

Target users from any device to the aisle to drive anytime, anywhere engagement.

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Mobile Advertising

With Digital Element's technology, advertisers can leverage IP data to incorporate geotextual, or location- and context-aware, marketing strategies to encourage smarter, more relevant, *more effective* interactions with consumers. Best of all, marketers can fill the mobile gap and reach audiences across multiple screens, creating more engaging interactions with today's "on-the-go" consumers – whenever, wherever and however they prefer to get information.
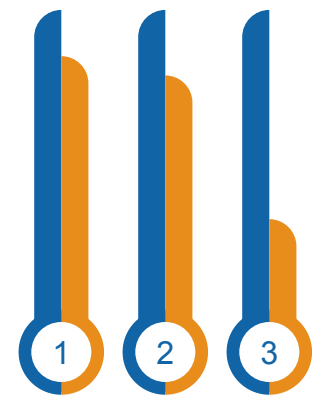
ADTHEORENT®

Scenario:

AdTheorent is transforming mobile advertising through data-driven predictive solutions, offering a platform that maximizes engagement and awareness for advertisers. While AdTheorent's technologies excel in intelligent audience targeting, it needed Digital Element's accurate and reliable IP intelligence data integrated into its existing ad platform to take the guesswork out of mobile advertising.

Now, with Digital Element's NetAcuity solution, AdTheorent has the ability to instantly detect a user's geographic location, ISP, connection type, language, and more in real-time. AdTheorent's ad serving platform could effectively decide which ads were most relevant to which users. This unparalleled advantage means fewer wasted ad impressions, more efficient ad spending, higher click-through rates, and increased return on investment for campaigns enhanced with IP data.

Results:

AdTheorent compared Digital Element's NetAcuity to its previous data provider and found Digital Element was **16.5%** more accurate at a state level, **26%** more accurate at a DMA level, and **200%** more accurate at a ZIP5 level – *the most granular of the three.* As for the pure volume of data provided, Digital Element offered **3.5 times** more records for state, DMA, and ZIP5 data.

Compared to AdTheorent's previous provider...

1. Digital Element was 16.5% more accurate at a state level.

2. Digital Element was 26% more accurate at a DMA level.

3. Digital Element was 200% more accurate at a ZIP5 level.

Benefits for Mobile Advertising

Increase upsell by as much as 30 to 40 percent with geotargeted ads.

Incorporate geotextual data to increase reach and relevancy for geotargeted ads, promotions and coupons.

Move customers more quickly from research to action by reaching them at a point in time when buying decisions are made.

Deliver location-based content, promotions, news, offers, etc. without requiring users to opt-in to location-based services.

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Online Services

Companies are using IP data for a range of applications, such as retailers targeting content to build meaningful relationships with consumers to banks protecting online users from fraud. Regardless of the use case, Digital Element's NetAcuity solution helps businesses across industries create the best online experience for visitors and buyers by improving message impact and reach on a global basis.
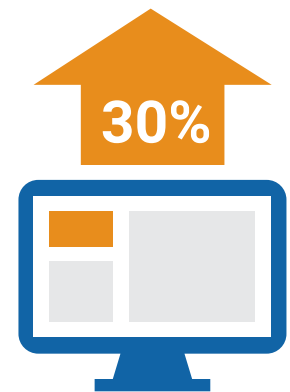
Scenario:

As the leading online resource for automotive consumer information, Edmunds.com needed to know where website visitors were geographically located so ads and content would be more relevant. The problem was that many consumers chose not to provide their locations. But using Digital Element's NetAcuity solution, Edmunds was now able to provide customers relevant car pricing data, serve automotive ads tailored for each customer, and enhance their own analytic abilities to gauge where their best business was coming from and how users were engaging with their site and services.

Additionally, Edmunds is using the NetAcuity data to resolve unknown user locations so the company can map website visitors to Designated Market Areas (DMAs), providing placements for its national and local advertising partners at more familiar levels.

30%

Edmunds.com's local advertising inventory increased 20-30% after using Digital Element's IP Geolocation technology.

Results:

Site visitors are now automatically presented with local information based on their geographic location, saving time for the visitor and speeding up the sales process, and local advertising inventory has increased approximately **20 to 30 percent**.

Incorporating IP Intelligence has resulted in an improved customer experience, along with increased advertising revenue and performance of partner ads on Edmunds.com.

Benefits for Online Services

Drive engagement locally and globally by serving language- and currency-specific content.

Stay competitive by strategically targeting promotions based on a visitor's location.

Detect and prevent online fraud in real-time and automate the authentication process.

Enhance analytics to gain a thorough understanding of exactly who your audience is.

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IP Smart Checklist

Let's see how your company stacks up when it comes to getting the most out of your IP targeting solutions. These are some of the most critical points to consider when selecting IP Intelligence and geolocation technology, so give yourself one point for each item checked and see where your company rates.

Of course, with Digital Element's NetAcuity solutions, you get each feature – a perfect score!

☐ Does the solution offer the ability to target down to a ZIP or postcode level?

☐ Has the solution been tested and verified by a third-party to deliver accurate, timely IP address data?

☐ Will the solution offer delivery and pricing options that can scale with your company's business needs?

☐ Does your solution include *global* 24/7 support?

☐ Can the solution allow you to target based on parameters other than location, such as mobile carrier type, connection type, business or home address, and proxies?

☐ Does the solution offer worldwide coverage, including the ability to accurately target by country, region or postcode?

Your IP Smart Score:

0 - 1

Not to worry! This means your business is ripe and ready for the benefits NetAcuity has to offer.

2 - 3

You're off to a very strong start, and Digital Element can take you to the next step.

4 - 5

Your business understands how important good IP data is. Don't stop until it's perfect!

6

Congrats! You have a perfect score.

Does your company need to brush up on its IP smarts?

Visit **http://www.digitalelement.com/contact-us/** to find out how easy it is to Be IP Smart.

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