

# Geolocation and IP Intelligence Technology Increase the Reach, Relevance and Response for Online Advertising

Billions of dollars continue to flow into digital advertising. Given how much time consumers spend on mobile devices, social media and the web, digital platforms are drawing a much higher percentage of marketers' ad budgets. As markets continue to shift and rich media replaces traditional static advertising banners, a multi-device approach is required to stay with consumers as they move from desktop to tablet to mobile. Marketers and advertisers are realizing the huge impact that digital advertising can have for their brands when the right message reaches the right audience at the right time.

#### **IP Geolocation Reduces Wasted Impressions**

The digital world is a crowded place, and consumers tend to ignore information that's not relevant. The goal of every advertising campaign is to reach the right customers at the right time, while avoiding those who are not interested. However, the online and mobile audiences are so vast that this is not an easy task. Companies and brands must find ways to target online campaigns in order to reduce wasted impressions and deliver results.

Online location targeting has been proven to significantly improve the success of digital advertising campaigns by upward of 30 to 40 percent. But, how can businesses easily and successfully target ads in today's data-overloaded, privacy-sensitive environment? With IP-based geolocation intelligence technology. Knowing users' geographic locations and other context-building data points provides deeper insight about audiences, allowing advertisers to improve the reach, relevance and response for their online campaigns—regardless of the platform.

"Since making the decision to upgrade to NetAcuity Pulse we have seen an uplift in delivery as having more data available to us has resulted in increased targeting matches on even the most granular geo data points."

- Themer Abourayan, Chief Product Officer, Platform161



### Mexico

IP Address: 72.84.185.25

City: Mexico City

**Country:** Mexico

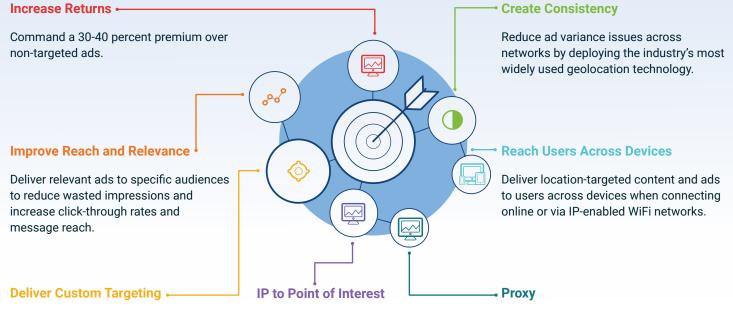
**Latitude:** 19.4195

Connection Type: WiFi

**Proxy:** Edu

## **Targeted Online Advertising**

#### **Benefits**



Leverage other IP Intelligence parameters to deliver custom targeting such as delivering online video ads based on a user's connection speed or automatically serving a mobile ad to a user by identifying connection type.

Gain new intelligence about consumers based on an accurate dataset of real-world places that matter to improve real-time ad engagement.

Identify and bypass online users who may be masking their locations and digital personas to improve targeted campaign performance by fighting click fraud and avoiding wasted impressions.

#### **Meet Some Clients**











































