



Scenario

Serving the online marketing and publishing industries since 1996, Accipiter touts more than 300 clients globally and is recognized as an innovative ad management technology and behavioral targeting solutions provider. In fact, Accipiter is currently serving this customer base with the 7th generation of its successful ad management platform—AdManager—which is known throughout the industry as one of the leading ad-serving solutions on the market.

To continue the momentum of the success Accipiter has enjoyed since its inception, the company constantly looks for ways to increase satisfaction among its worldwide client base. For example, the company continually upgrades the functionality of its solutions portfolio with the addition of advanced targeting capabilities, such as the ability to more reliably target advertising based on user location.

While earlier versions of the company's AdManager platform already contained some geo-targeting capabilities, Accipiter realized the value of this feature and decided to boost these capabilities by partnering with a company that could meet the needs of its global customer base. Accipiter wanted a solution that was a highly accurate, easy to integrate, and flexible enough to allow for customized solutions based on individual client needs.

Solution

Accipiter evaluated numerous vendors and decided to partner with Digital Element, a business unit of Digital Envoy. While Digital Element offered, by far, the most accurate geotargeting data on the market, Accipiter realized that it offered much more. Digital Element had a comprehensive IP Intelligence technology - NetAcuity - that provided much more than the ability to target based solely on user location. In fact, Digital Element's solution allows Accipiter to target to numerous other IP-based factors including connection speed and SIC code, providing a competitive advantage in an industry that demands cutting-edge ad targeting abilities.

"After conducting our due diligence, there was no doubt that Digital Element was the ideal partner to enhance our industry-leading targeting capabilities," said Brian Handy, CEO of Accipiter. "Not only is the company easy to work with, but NetAcuity also meets all of the criteria that we had for a solution: it has robust data, integration flexibility, a global footprint in coverage, and unsurpassed accuracy."

Furthermore, Accipiter has benefited from the efficiency and ease of management of this solution, as well as the opportunity NetAcuity has provided to upsell to their existing customer base.

Success Highlights

- Increased client satisfaction among Accipiter's clients
- Increased advertising campaign flexibility

Testimonial

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Brian Handy,
CEO Accipiter

Success

The addition of Digital Element's IP Intelligence technology has led to increased satisfaction among Accipiter's clients. According to Raymond Chan, chief operating officer of Accipiter client Everyone.net, "With more than 15 million daily ad impressions, it is important that we provide our advertising partners flexibility with their campaigns. Since implementing Accipiter and its enhanced geotargeting capabilities, our advertisers can pinpoint their market place within our global inventory. In addition, since adding geotargeting, dealing with discrepancies at the end of a campaign has been reduced threefold, leading to improved client relations."