



Scenario

AdOn Network, a leading provider of innovative online contextual and behavioral solutions for advertisers and publishers, delivers quality traffic from both US and international sources for its clients. Offering site-specific ROI tracking along with behavioral, contextual and geographic targeting along with re-targeting, AdOn Network equips advertisers with powerful performance-based tools to maximize revenue for their online campaigns. Furthermore, AdOn features robust campaign, account management and reporting tools that offer clients unmatched flexibility and control.

Delivering advertising solutions to more than 1,000 national and international advertisers and publishers – AdOn Network was looking to move beyond country-level targeting to offer clients local and regional targeting in the United States, Canada and the United Kingdom. To ensure the accuracy of ad placements and maximize conversions for its advertisers' campaigns, AdOn Network wanted to provide more granular and accurate geographic targeting and realized that its current solution did not adequately fit their needs.

Solution

After researching alternative solutions and speaking with industry peers, AdOn Network turned to Digital Element, the leading provider of IP Intelligence and geotargeting solutions. "We were referred to Digital Element by an industry colleague who was impressed with the unsurpassed accuracy of Digital Element's NetAcuity solution," says Bhaskar Ballapragada, General Manager and Chief Technology Officer of AdOn Network. "Digital Element's stellar client list, which includes most of the networks we work with, also weighed heavily into our decision."

With highly accurate IP data now in place to determine the user's country, state/province, and metro area, AdOn Network is able to properly determine the user's location and determine which available – and appropriately targeted - ads to display. Furthermore, because Digital Element's solution is used by the world's largest ad networks, advertiser variance issues have decreased.

Success Highlights

- The launch of AdOn Network's new local targeting features led to increased ROI for its clients, which in turn increased advertiser spending and retention.

Testimonial

"Digital Element's geo-targeting is a critical aspect of the success of advertising campaigns within our network."

Steve Armstrong,
CEO AdOn Network

Success

The launch of AdOn Network's new local targeting features led to increased ROI for its clients, which in turn increased advertiser spending and retention. "Digital Element's geo-targeting is a critical aspect of the success of advertising campaigns within our network," says Steve Armstrong, CEO of AdOn Network. "We can now provide our advertisers with the most accurate targeting, resulting in better performance and ROI for their advertising campaigns which leads to greater client satisfaction." 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."