

Content Localization

Identify User Location to Deliver Geographically Targeted Content with IP Intelligence Technology

The Internet has made every online company instantly global, which can seem daunting at times. The best way to connect with this diverse and dispersed global audience is to show them that you “understand where they are coming from.” Digital Element translates that phrase into the literal sense by providing enterprises with IP Intelligence information that allows you to serve relevant content on the fly by identifying where website visitors are coming from...literally.

Relevance and revenue go hand in hand, and providing one-size-fits-all content to website visitors is no longer effective in reaching geographically dispersed audiences. In the real-world, stores know where their users are so they can stock shelves differently; present signs and conduct transactions in native languages; and show prices in the right currency. How cool would

**The US accounts for only 25%
of the world's Internet population**

it be to bring all that and more into the online world, where decisions are made within milliseconds, and companies have but a short window of opportunity to provide relevant content and products in order to reduce website and transaction abandonment?

Digital Element's IP Intelligence technology, NetAcuity, can accurately and non-invasively identify a website visitor's location down to the city level worldwide, giving you the knowledge needed to understand the makeup of your online audience. This type of information can be used to instantly route users to location-relevant content instead of asking each visitor to “Choose Your Country” or to jump through hoops to locate information that matters to them. And armed with this real-time information, companies of any size—from mom and pop retailers to globally recognized corporations—can customize website content, language, currency, products and promotions to their online audience, creating an instant connection with website visitors.

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A Global Leader

Some of the world's largest networks, websites and search engines have chosen Digital Element's IP Intelligence solutions for access to the most comprehensive set of IP data available for Content Localization, Targeted Online Advertising, Geographic Rights Management, Web Analytics, Local Search Optimization and other applications to improve online business, build stronger customer relationships and increase brand awareness. Our technology utilizes more than 20 different patent-pending methods, making us the recognized industry-standard in accurate IP Intelligence technology.

“Digital Element's IP Intelligence technology supports our goal to provide users the most relevant content. It delivers a reliable, cross-functional business application with the combination of both its geotargeting and geo-analytical components.”

- Philip Pennie, Associate Vice President,
Information Technology, CNET Networks

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Increase Effectiveness of Online Offerings

By more completely understanding the makeup of your online audience and delivering relevant information, visitors will be less likely to abandon your site and will instead spend more time evaluating products and services, resulting in increased sales (and revenue.) Seriously, wouldn't it make more sense for a customer from Miami, FL to be presented with beach attire on a clothing retailer's homepage instead of parkas? Or how about greeting a visitor from Japan with content presented in their native language and reflective of their own culture?

Geotargeting not only allows companies to serve content based on location, but also gives you the ability to target online advertising based on a visitor's geographic location, making online advertising more effective at increasing sales and awareness in both the online and offline channels.

- Build Brand Awareness – providing geographically relevant content allows you to provide consistent communications and messaging to prospects, customers and employees on a global basis
- Increase Sales and Revenue – by identifying the geographic composition of your online audience, your company can provide geographically targeted products and services that will:
 - Simplify and enhance customer's online experience
 - Increase conversions for both online and offline sales by targeting promotions based on customer location
 - Reduce the rate of abandoned transactions
 - Eliminate currency miscalculations by showing country specific currency on both the catalog and the payment page
- Measure Promotions – analyze the effectiveness of local, regional, national and even international promotions

A Partial List of Digital Element Customers Include:

- ABC.com
- AOL/Time Warner
- AT&T
- Atlas
- CNET Networks
- CNN.com
- DoubleClick
- ESPN.com
- GSI Commerce Solutions
- Guardian UK
- Microsoft
- The New York Times
- Omniture
- Symantec
- Tisali
- ValueClick
- Verizon
- Walt Disney Internet Group

By employing IP Intelligence, you can quickly and cost-effectively enhance the relevance of your online business and gain the critical knowledge needed to build stronger customer relationships, brand awareness and ultimately, increase sales and revenue.