

Content Localization

Geolocation and IP Intelligence: Tools to Deliver Geographically Targeted Content and Promotions

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 information 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. We allow clients to bring that mindset to 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 NetAcuity® IP Intelligence and geolocation technology can accurately and non-invasively identify a website visitor's location down to the zip and postal code level worldwide, providing the knowledge needed to understand the makeup of online audiences. 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.

A Global Leader

Some of the world's largest networks, publishers, retailers and websites have chosen Digital Element's IP Intelligence solutions for access to the most comprehensive set of IP data available 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 and geolocation 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.) For example, leveraging geolocation to properly stock virtual shelves such as showing a visitor from Miami, FL beach attire on a retailer's homepage instead of parkas just makes sense. And so does greeting a visitor from Japan with content presented in their native language and reflective of their own culture. It's simple, really. Geotargeting not only allows companies to serve content based on location, but allows for online targeting of promotions making online advertising more effective at increasing sales and awareness in both the online and offline channels.

A Partial List of Digital Element Customers Include:

- 4 Wheel Parts
- Aeropostle
- American Apparel
- Armstrong Industries
- CampingWorld
- CarMax
- Crutchfield
- Diapers.com
- Digital River
- eBay
- Edmunds.com
- Ganz
- GSI Commerce Solutions
- Hayneedle
- Intuit
- Live Nation
- LivingSocial
- Lululemon
- SuperValu
- Trainline.com

- Build Brand Awareness – displaying geographically relevant content provides 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 the 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

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.