

Enhanced Analytics

Obtain deeper insight for improved online performance

Web analytics has the ability to deliver new insights about online visitor behavior. Armed with this information, companies can discover actionable marketing intelligence to drive change and innovation within the online marketing process—a true key to success.

Regardless of the application—from web analytics, to marketing and online advertising analytics, to e-commerce analytics—by leveraging Digital Element’s IP Intelligence within analytics packages, companies can further segment and gain deeper insight into customer behavior.

IP Intelligence is the wealth of information about online users based solely on their IP addresses including country-, region-, and city-level location, connection speed, Internet Service Provider (ISP), Metropolitan Statistical Area (MSA), demographics, and many other parameters. This information provides additional insight for customer segmentation and analysis, allowing clients to uncover specific consumer attributes that impact behavior, and to tactically refine campaigns to best align with consumer needs.

Digital Element’s IP Intelligence solution is used in best-of-breed applications because of its unsurpassed accuracy, wide range of data attributes, and ease of integration. With country-level targeting that’s more than 99.99 percent accurate and city-level targeting that’s more than 95 percent accurate, Digital Element is the clear choice when it comes to increasing the strategic role of web analytics within your organization.

With Digital Element’s IP Intelligence technology you can:

Improve Segmentation – Incorporate IP Intelligence data such as country, state, and city-level location information into current analytics to further enhance campaign management and decision-support capabilities.

Enhance Performance – Tailor interactions for customers at every touch point, providing actionable roadmaps to enhance business performance and increase ROI across multiple customer interaction channels.

Inspire Action – Leverage IP Intelligence attributes to not only acquire a deeper understanding of your online audience, but also to act upon that knowledge with real-time content targeting based on user location and other IP data elements.

“It is important for [x+1] to have a high level of confidence in the IP data as a foundation for our behavior-based audience segments, and our customers are clearly benefiting from the targeting accuracy they provide”

Ted Shergalis
Chief Product Officer for [x+1]

A Global Leader

Digital Element offers the de facto standard in IP Intelligence and geolocation technology. Our technology utilizes more than 20 different patented and patent-pending methods, and our IP location accuracy is unsurpassed. Country-level targeting is more than 99.99 percent accurate and city-level targeting is more than 95 percent accurate. Our IP Intelligence provides coverage for 99.9999 percent of the Internet and collects more than one million points-of-view daily from different online vantage spots. The combination of our patented IP Intelligence solution—with its exceedingly accurate geotargeting capabilities—and our team of dedicated data analysts is why industry-leading advertising networks, web publishers, search engines, social networks, e-tailers, enterprises, analytics platforms, and more from around the world are already deploying Digital Element's solutions.

Customers

- ABC.com
- Accipiter
- Advertising.com
- AOL/Time Warner
- Ask Jeeves
- Atlas Solutions
- Big Champagne
- BlueLithium
- Click Fox
- CNET Networks
- CNN.com
- Disney
- DoubleClick
- ESPN.com
- Fox Interactive
- Gracenote
- GSI Commerce
- Index Tools
- InfoSpace
- Interwoven
- Nielsen/NetRatings
- Omniture
- Revenue Science
- Trio Networks
- The New York Times
- Visual Sciences
- Walt Disney Internet Group
- [X+1]