

NetAcuity®

The Industry Standard for IP Intelligence Technology

Digital Element helps companies across industries to uncover actionable information about online users such as geographic location, connection speed, domain name and more—information that can actually help improve the reach, relevance and response of online initiatives—all while respecting the user’s right to privacy.

Utilizing Digital Element’s NetAcuity IP Intelligence technology—the gold standard in the industry—can positively impact your business by improving the effectiveness of online endeavors and applications, whether the goal is to automatically serve relevant content based on a person’s geographic location; improve message reach and relevance through targeted online ads; geo-segment online audiences to improve the outcome of online marketing initiatives; or comply with the laws and regulations affecting geographic rights management. IP Intelligence gives you the ability to accomplish all this—and more.

With IP Intelligence, you can perfect audience segmentation capabilities and targeting based on parameters including:

| | | | |
|-----------------|--------------------|----------------------|--------------------|
| • Country | • Zip/Postal Codes | • NAICS Codes | • Mobile |
| • Region/State | • Time Zone | • Connection Speed | • Proxies |
| • City | • ISP | • Latitude/Longitude | • Demographics |
| • US DMA/MSA | • Company Name | • Domain Name | • Language |
| • Home/Business | • Org Name | • U.S. Area Code | • U.K. ITV Regions |

NetAcuity Edge™

Your “Edge” for Hyperlocal Targeting

The NetAcuity Edge Global Hyperlocal database is an enhancement to Digital Element’s NetAcuity data, providing increased accuracy at the city/town and zip/postal code levels.

Since its initial launch, NetAcuity Edge has revolutionized the IP geolocation space by providing the only validated, partner-contributed geographic postcode-level data on the market. While IP targeting techniques traditionally rely on routing infrastructure analysis to an approximate city-level location, NetAcuity Edge combines traditional infrastructure analysis with insight gleaned from a network of global commercial partners to better map the Internet. This data is then validated through the use of proprietary clustering analysis algorithms (CAA) and deep knowledge of the Internet’s topology. The result is the most granular and accurate hyperlocal geotargeting solution that maintains user anonymity and complies with the highest standards of end-user privacy.

NetAcuity Edge data is available for purchase in addition to Digital Element’s current NetAcuity data offerings for those companies looking for greater targeting depth.

Why Digital Element’s IP Intelligence Is the Industry Standard

- **Accuracy** - Our IP Intelligence data is the most accurate in the industry. Country-level targeting (IP country) is more than 99.99 percent accurate and city-level (IP city) is more than 95 percent accurate, worldwide.
- **Coverage** - NetAcuity provides coverage for 99.9999 percent of the Internet and collects more than one million points-of-view daily.
- **Longevity** - We invented IP Intelligence, hold the patents on it, and have been applying it to the online business world longer than anyone else. In essence, we truly understand the needs of our customers and the markets in which they operate.
- **Simplicity** - NetAcuity can be used as a standalone product or can be seamlessly integrated within existing enterprise IT platforms, quickly and easily.
- **Dedication** - Our customer support team is on it, period. Our service is free, and our team continues to receive accolades for its responsiveness and thoroughness.

Tech Check:

- Provides support for a variety of popular computing platforms
- Offers simple and seamless integration with a client’s applications
- Provides support via API for a wide array of programming languages and client platforms
- Built around a high-performance database server
- Is scalable to grow with a client’s increasing traffic requirements
- Runs with unsurpassed processing power
- Can be up and running in as little as 20 minutes

By leveraging IP Intelligence you can improve the effectiveness of online applications including:

Targeted Online Advertising

Just knowing something as simple as a website visitor's location is a crucial factor for success, and customers are increasingly demanding enhanced targeting of their online campaigns in order to reduce wasted impressions, increase click-through rates, and improve message reach by delivering relevant ads to specific audiences.

Content Localization

One-size-fits-all content no longer cuts it in the global Internet medium. In the real world, retailers know where their customers are and stock shelves differently; present signs and conduct transactions in native languages; and show prices in the right currency. Digital Element's IP Intelligence allows companies of any size to customize website content, language, currency, products and promotions to create an instant connection with website visitors, reduce abandonment rates, and increase time evaluating products and services—all resulting in increased sales and revenue.

Geographic Rights Management

While controlled distribution of online content—be it digital music, movies, or software—can be a difficult task in the anonymous online world, it should, by no means, deter businesses from leveraging the power of the Internet to reach a global audience. Digital Element's IP Intelligence technology allows organizations to effectively manage the distribution of online content, ensuring that licensing and copyright agreements are adhered to and that digital assets are protected against online piracy.

Enhanced Analytics

There is no disputing the power of web analytics as a tool to solidify and validate strategic online marketing activities, and Digital Element's IP Intelligence is the perfect complement to online analytics applications. By leveraging geographical and other IP Intelligence data within analytics packages, companies can further segment and gain deeper insight into customer behavior—the true benchmark for critical assessment of the online channel.

Sample Clients

- AT&T
- 4 Wheel Parts
- Adconion
- AdJug
- Advertising.com
- Adviva
- AOL
- Ask.com
- Atlas Solutions
- Audience Science
- Autonomy Interwoven
- BlueLithium
- Brand.net
- CarMax
- Carsales.com.au
- CBS Interactive
- Cinema Now
- CNET Networks
- CNN.com
- Crutchfield
- Disney
- DoubleClick
- eBay
- Edmunds.com
- Electronic Arts
- Equifax
- ESPN.com
- Experian
- Facebook
- Glam Media
- GSI Commerce
- Guardian Unlimited
- Hulu
- Infospace
- Level 3
- Live Nation
- Living Social
- Marchex
- MySpace
- Nintendo
- Nokia
- Omniture
- OpenX
- Pointroll
- Rediff
- RMM Online
- Rubicon Project
- Siemens
- Sony
- Specific Media
- Symantec
- TapAd
- The New York Times
- Turn
- Undertone
- Univision
- Verisign
- VideoPlaza
- Walt Disney Internet Group
- Webtrekk GmbH
- Webtrends
- Wunderloop
- Yahoo!
- Yandex
- Zillow.com

NetAcuity Tidbits & Some Techie Stuff

- Client Platform – Integrates with all operating systems and applications
- Support – 24/7 technical support
- Latency – As low as .03 milliseconds
- Database updates happen weekly
- Provides support for a variety of popular computing platforms: Red Hat Enterprise Linux 3+, Solaris 2.7+, FreeBSD 4.8+, Windows 2000/2003 Server
- Processing – Capable of over 30,000 IP resolutions per second
- Up-and-running in as little as 20 minutes
- Application Programming Interface (API) – C, C#, Perl, Java, PHP, .NET, Ruby, Python, or custom support available for a wide array of programming languages and client platforms