

Targeted Online Advertising

Leverage the De Facto Standard in IP Intelligence and Geolocation Technology to Increase the Reach, Relevance and Response of Online Advertising

With the local online and video advertising markets growing at staggering rates, being able to provide deeper insight about online audiences provides the added edge needed to increase market share and stay ahead in the game.

In today's world, the power of geolocation as a tool for increasing the effectiveness of online advertising is undisputable. 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 and deliver results.

Using IP Intelligence helped one customer generate a total annual return on investment exceeding 700% the first year it was employed

The online world is a crowded place, and people tend to ignore information that's not relevant. Something as simple as showing an ad that promotes a sale on the hottest pair of jeans at a nearby retailer or an ad that showcases bathing suits to a visitor from Miami can deliver value and results that far surpass those of generalized campaigns.

Armed with Digital Element's NetAcuity® IP Intelligence and geolocation technology—the gold standard in the industry—you can significantly improve message reach and relevance, allowing profits to soar for Internet media buys. NetAcuity accurately and non-invasively identifies a website visitor's location down to the zip and postal code level worldwide, giving clients the ability to analyze and evaluate data in real-time—and the information they need to

make efficient and effective ad-serving decisions. With country-level targeting that's over 99.9% accurate and city-level targeting that's over 97% accurate, clients are able to serve the right messages at the right time and deliver measurable results. The precision targeting delivered by NetAcuity ensures that customers get the consistency they demand, and by using the de facto standard in your solution, it will give them assurance that you are providing them with precision targeting for geographic media buys and that you take their targeting goals seriously.

We're often asked, "Why is NetAcuity so widely used by ad networks?" It's simple: Customers demand accurate and consistent targeting of ad buys across networks. By leveraging the most comprehensive IP Intelligence and geolocation data in the industry, utilized by the leading ad networks on the Internet, clients can rest assured when it comes to consistency of targeting and unsurpassed accuracy. Furthermore, advertisers will remain confident knowing that you've chosen to go with the leader in the space, increasing customer satisfaction and ultimately revenue.

Beyond geography, NetAcuity can also determine other pieces of information such as a visitor's connection type, ISP, domain name, company name, home or business and more, providing the data necessary to target campaigns in new ways, such as serving rich media ads only to those users with a high-speed connection or offering a competitive ad to a user based on their domain or company name.

“ The ability to enhance our ad targeting down to the zip code level and to offer geographical breakdowns of campaign performance allows us to optimize the execution of client campaigns—and ultimately deliver better results. ”

- Gal Trifon, CEO and Co-Founder, MediaMind

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With Digital Element's IP Intelligence technology you can:

- Increase ROI for Ad Buys
 - Reduce wasted impressions and increase click-through rates and message reach by delivering relevant ads to specific audiences
 - Upsell targeted ads for as much as 30%-40% over non-targeted ads
 - Increase ROI for geographic media buys by selling local advertising
 - Upsell the ability to deliver advanced ad targeting such as rich media ads based on a user's connection speed

- Track and Increase the Effectiveness of Campaigns
 - Customize delivery based on ad format and visitor demographics
 - Track the effectiveness of campaigns by analyzing real-time traffic increases from the area of promotion
 - Chart ROI for multiple campaigns using customizable reporting tools
 - Measure various campaign objectives for a comprehensive launch or program analysis
 - Target your customer's specific market within your global inventory

A Global Leader

Digital Element has extensive experience in the industry—that is why leading ad networks, ad technology providers, interactive agencies, Internet retailers and search providers are already deploying Digital Element's IP Intelligence technology to deliver targeted advertising and content to an increasingly dispersed online audience. Our technology utilizes more than 20 different patent-pending methods, making us the recognized industry standard in comprehensive and accurate IP Intelligence technology.

Whether you are an ad network, new media company, online publisher, technology provider, search provider or an online retailer wanting to deliver traditional online ads or rich media ads, IP Intelligence and geolocation technology can provide the information you need to deliver truly targeted ads and content in a simple and cost-effective manner. It can also help you increase market share and overall client satisfaction.

A Partial List of Digital Element Customers Include:

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| - AdTech | - DoubleClick | - OpenAds | - Walt Disney Internet Group |
| - Atlas | - Invite Media | - OpenMind | - Yahoo |
| - Audience Science | - Kitara Media | - Pointroll | - Zedo |
| - Brand.net | - MediaMath | - Red Aril | |
| - Connexus | - Microsoft Advertising | - Rubicon Project | |
| - Contextweb | - New York Times | - Turn | |