Localize Content

Geolocation and IP Intelligence Technology Deliver More Relevant Content and Improve the User Experience

The Internet makes every online company instantly global, which can be a double-edged sword for many. On one hand, the sales and revenue opportunities are immense. On the other, the competition increases—and not just from across the street.

Providing one-size-fits-all content to online visitors is no longer effective in reaching and relating to geographically dispersed audiences. In reality, there are no longer "national" or "international" consumers. They're digital. And, they're local. Localization not only allows brands to leverage the unique wants and needs of consumers, but also allows them to identify those needs across very specific and pinpointed geographic areas.

> **"** NetAcuity has lived up to the high expectations of taking content delivery to the next level. **"**

- Jay Fayloga, Director of Ad Tools, Edmunds.com

IP Geolocation Reduces Site and Transaction Abandonment

Brick-and-mortar stores know where their customers come from so they can stock shelves differently; present signs and conduct transactions in native languages; and show prices in the right currency. The online audience is so vast that this is not an easy task. Buying decisions are often 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.

Locally targeted content has been proven to perform better than global content, facilitating six times more engagement. But, how can businesses easily and successfully localize content in today's data-overloaded, privacy-sensitive environment? With IP-based geolocation technology. Armed with real-time information based on users' geographic locations, companies of any size—from mom-and-pop retailers to globally recognized corporations—can customize website content, language, currency, products and promotions for their online audiences, creating a first-touch, instant connection.

Accurate, Non-Invasive and Real-Time Content Localization

Digital Element's NetAcuity® geolocation and IP Intelligence technology—the gold standard in the industry—accurately and non-invasively identifies the location of website visitors down to a ZIP and postcode level worldwide in real-time. Something as simple as automatically displaying bathing suits to visitors from Miami instead of winter parkas or showing country-specific currencies and weights on product and payment pages can deliver value and results that far surpass those sites with more generalized content. The precise content localization delivered by NetAcuity means customers will be less likely to abandon your site and will instead spend more time evaluating products and services, resulting in increased sales—and revenue.

Locally targeted content performs better than global with 6x more engagement.
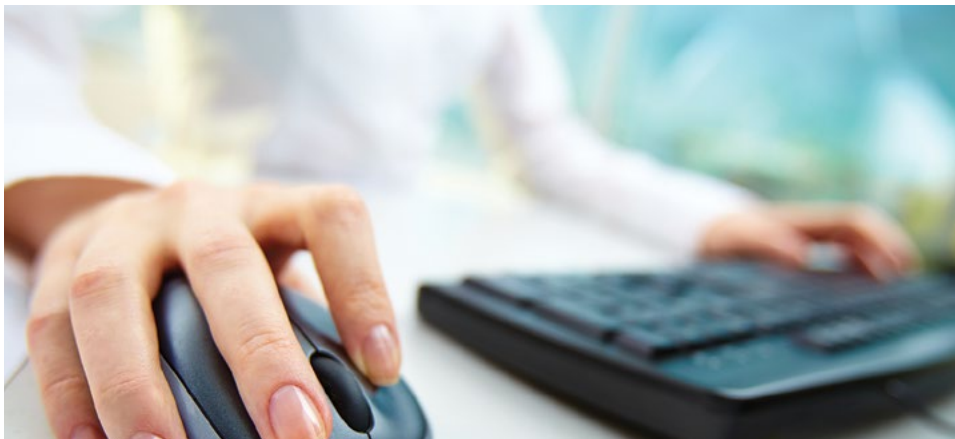
Increase the Likelihood of Moving Users from Research to Action

Whether you are a leading retailer, e-commerce site, brand, publisher or website wanting to connect with a diverse and dispersed online audience, Digital Element's geolocation and IP Intelligence technology can provide the information you need to serve relevant content on the fly in a simple and cost-effective manner.

Beyond geography, NetAcuity can also determine other pieces of information such as a user's connection type, Internet Service Provider (ISP), mobile carrier, domain name, company name, home or business user and more—providing the data necessary to localize content in new ways to produce the results you want.

The Industry's First Accredited Source for Geolocation Data

Digital Element became the first provider of IP geolocation data to receive accreditation from the Media Rating Council (MRC), the independent industry organization whose mission is to ensure valid, reliable and effective audience measurement services.

Accredited by
Media
Rating Council®

Benefits

Enhance the Shopping Experience

Customize website content, language, currency, products and promotions to create an instant customer connection.

Simplify the Customer Experience

Deliver the right content at the right time, decreasing the time consumers spend searching for products and services and getting them to check-out quicker.

Increase Online Revenues

Provide targeted merchandise and messages to increase response rates by as much as 300 percent.

Drive Offline Revenue

Use geotargeted promotions and coupons to drive online traffic to make offline purchases at stores or service locations nearest users.

Identify Mobile Users

Target WiFi-enabled connections with location-specific information to move visitors along in the sales cycle with relevant content and promotions.

Sample Clients

4 WHEEL PARTS · TEE OFF.com by EZLinks · SpaFinder WELLNESS · ebay · LIVE NATION · hayneedle · LOWE'S

Batteries + Bulbs · cafepress · facebook · AÉROPOSTALE · YAHOO! · CARMAX · Zillow.com Your Edge in Real Estate

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