



## Why Choose Digital Element for Your IP Geolocation Provider?

Whether your goal is to create an instant connection with a first-time site visitor; to drive revenue for online marketing campaigns; or to ensure that content is in the right hands, IP geolocation technology is the solution to take your online interactions in the right direction — toward a closer relationship with your online audience.

### What makes Digital Element different from other solution providers?

#### IP Intelligence Industry Pioneer & Technical Leader

- Digital Element is the industry pioneer of IP geolocation technology, having been the first to introduce the concept and technology back in 1999.
- No other provider has a technical solution to IP geolocation like ours. Our patented NetAcuity® web spidering technology crawls the Internet's routing infrastructure to triangulate the geographic location of IP addresses down to a hyperlocal city/postcode-level worldwide.

#### Data Quality – Coverage & Accuracy

- We are the market leader in IP geolocation accuracy, mapping 99.99% accuracy at the country level; 98%+ at the regional level; and 97%+ at the city level — globally.
- Our coverage is unsurpassed, returning results for 99.999% of all seen IP addresses.
- Data updates occur weekly, meaning customers have the most reliable and up-to-date data.
- We are independently audited by the Internet's leading performance-testing service, Keynote Systems, Inc.

#### Hyperlocal Targeting + Additional Intelligence

- We are the only provider offering validated, premium IP-to-ZIP/postal code-level data worldwide.
- No other provider offers the breadth of datasets which includes country/region/city/postcode location, latitude/longitude, domain, ISP, connection speed and type, home/business, company name and proxies.

#### Privacy-Sensitive Technology

- Our technology is based solely on network infrastructure analysis and is not derived from user interactions – no personally identifiable information is ever collected or stored.
- Information is gathered totally anonymously, without tracking a user's behavior and without cookies.

#### Reputation – The “Gold Standard” in the Industry

- Digital Element was the first to introduce the concept of commercially viable IP-to-location data in 1999 and owns 20 different patents for its geolocation technology.
- We are recognized as the de facto standard in geolocation technology, offering the most granular and accurate solution on the market.
- We work with some of the most recognizable global brands, among them Facebook, Yahoo, Google, Microsoft, Disney, Apple and eBay.

#### Ease of Deployment

- NetAcuity® technology can be up and running in as little as 20 minutes.
- Implementation options include API-based server software, flat file download via secure http, and a web-based service.
- Our solution can be used as a standalone product or can be seamlessly integrated within existing enterprise IT platforms, quickly and easily.
- All common programming languages and computing platforms are supported.

#### Customer Care – 24/7 Customer Support

- Extensive cross-industry and cross-application experience allows us to be a true partner to our customers — their growth and success is our first priority.
- Our team continuously receives accolades for its responsiveness and thoroughness.
- Customer care is a value-added service.

#### Contact Digital Element

Contact us to learn more about how we can help give your online initiatives the competitive edge.

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