Enhance Analytics

Geolocation and IP Intelligence Technology Delivers Deeper Insight for Improved Online Performance

State-of-the-State General Industry Overview

The number of Internet users worldwide has reached past 3 billion, corresponding to an Internet-user penetration of more than 40 percent globally. And, these numbers will only continue to grow. IDC estimates that by 2020, business transactions on the Internet—both B2B and B2C—will reach 450 billion a day. That's an expansive amount of data being generated online. With more and more people turning to the Internet to find information, products and services, marketers need accurate data to strengthen their understanding of and connection with their online audiences. Web analytics has the ability to deliver new insights about online visitor behavior. Armed with this information, companies can discover actionable intelligence to drive change and innovation within the online marketing process—a true key to success.

> **Providing accurate information about the traffic on our customers' websites is vital to our business. Not only does Digital Element's technology meet our accuracy requirements, but it also is an excellent fit with our overall solution. Our customers can now perform geographic-based segmentation of their customers in combination with other web analytics activities on the website.**
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> - Christian Sauer, CEO, Webtrekk

IP Intelligence Helps Solidify and Validate Online Marketing Activities

The age of Big Data has certainly arrived. Data is powerful when used properly. But in order to use data to your competitive advantage, you have to collect the right data and analyze it in meaningful ways. However, with so many data parameters to analyze, it is sometimes hard for companies to know where to start—why measure, what to measure, and how to utilize the information you do measure. Measurement is an important part of any marketing program. In today's digital world, if you "follow your gut" without using data to back your decisions, you can easily waste time and money making the same marketing mistakes over and over again. Simply put: Measurement leads to more informed decisions.

Accurate, Non-Invasive and Real-Time IP Data

Digital Element's NetAcuity® geolocation and IP Intelligence technology—the gold standard in the industry—accurately and non-invasively identifies more than 39 data points in real time, including geographic location down to a ZIP and postcode level worldwide; connection speed; Internet Service Provider (ISP); demographics; mobile carrier and Wi-Fi connections. This information provides additional insight for customer segmentation and analysis, allowing companies to uncover specific attributes that impact behavior and to tactically refine campaigns to best align with consumer needs.

Spending on marketing analytics is expected to increase

73%

over the next three years

Web analytics should be used to understand the success of your programs and to drive future decisions. Do you want to see how visitors interact with your website? Or which advertising campaigns drive the most qualified traffic? IP Intelligence and geolocation technology is the perfect complement to any analytics package, providing the tools to further segment and gain deeper insight into customer online behavior. As part of your analytics package, this technology can help solidify and validate strategic online marketing activities, moving your company from analysis to action.

Strengthen and Add Depth to Analytical Tools

The power of data is undisputable. Useful, relevant information broken down into actionable recommendations will ultimately help drive your company's growth. And regardless of the application—from website to advertising to e-commerce— IP Intelligence and geolocation data within an analytics package allows you to further segment and gain deeper insight into customer behavior. By adding depth to current analytical tools, marketers can exponentially increase the ability to tactically refine and monitor local, national and international operations with increased clarity and control.

Beyond geography, NetAcuity also identifies up to 39 data points about users including connection speed, Internet Service Provider (ISP), domain, proxy type, time zone, and more. By providing IP-based information in real time, NetAcuity offers a cost-effective and easy-to-deploy tool that allows companies to look at their web traffic in a whole new light, bringing the analytical tools of the offline world to online data.

Benefits

Improve Segmentation
Leverage location and other IP data points to segment online audiences and benchmark campaign performance.

Increase Performance
Gain insight into customer behavior that allows you to uncover actionable intelligence for campaign and website refinement.

Inspire Action
Move from analysis to action by leveraging geolocation data, not only to understand your online audience, but also to act upon that knowledge "on the fly."

Analyze Location-Specific Activities
Determine the effectiveness of local, regional, national and international promotions.

Identify Fraudulent Activities
Gain visibility into suspicious website activities by uncovering information including location, anonymous proxies, domain name and other identifying IP address attributes.

Sample Clients

[x+1] webtrends YAHOO! adform atlas VisualDNA QUICKPLAY

BBC hulu youview CBS Interactive TURN Televisa CRACKLE