

# Targeted Online Advertising

Geolocation and IP Intelligence Technology Increase the Reach, Relevance and Response for Online Advertising



Billions of dollars are flowing into digital advertising. Given how much time consumers spend on mobile devices, social media and the Web, digital platforms are drawing a much higher percentage of marketers' ad budgets. But, the market continues to shift as rich media replaces traditional static advertising banners, and a multi-device approach is required to stay with consumers as they move from desktop to tablet to mobile. Marketers and advertisers are realizing the huge impact that digital advertising can have for their brands when the right message reaches the right audience at the right time.



“We needed a powerful, yet versatile, IP geolocation technology to use as a complement to our cross-device targeting for specific advertisers, particularly those with brick-and-mortar locations. A number of our customers gave strong references on the reliability and accuracy of Digital Element's technology.”

- Are Traasdahl, Founder and CEO, Tapad

## IP Geolocation Reduces Wasted Impressions

The digital world is a crowded place, and consumers tend to ignore information that's not relevant. The goal of every advertising campaign is to reach the right customers at the right time, while avoiding those who are not interested. However, the online audience is so vast that this not an easy task. Companies and brands must find ways to target online campaigns in order to reduce wasted impressions and deliver results.

Online location targeting has been proven to significantly improve the success of digital advertising campaigns by upward of 30 to 40 percent. But, how can businesses easily and successfully target ads in today's data-overloaded, privacy-sensitive environment? With IP-based geolocation technology. Knowing users' geographic locations provides deeper insight about audiences, allowing advertisers to improve the reach, relevance and response for their online campaigns—regardless of the platform.

## Accurate, Non-Invasive and Real-Time Targeting

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 showing an ad that promotes a sale on the hottest pair of jeans at a nearby retailer or one that showcases bathing suits to a visitor from Miami can deliver value and results that far surpass those of generalized campaigns. The precision targeting delivered by NetAcuity ensures that clients make the most efficient, effective and consistent ad buys across networks—and ones that deliver measurable results.



Online location targeting improves success of digital advertising campaigns by upward of

**30% to 40%**



## Deliver the Right Message to the Right Audience at the Right Time

Whether you are a leading website, online or mobile ad network, publisher, or retailer wanting to deliver ads through digital channels, Digital Element's geolocation and IP Intelligence technology can provide the information you need to serve a variety of truly targeted ads and content in a simple and cost-effective manner.

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

### The Industry's First Accredited Source for Geolocation Data



Accredited by  
Media  
Rating Council®

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.

## Sample Clients



US Headquarters:  
155 Technology Parkway Suite 800  
Norcross, GA 30092  
+1 678.258.6300

UK Headquarters:  
8 Northumberland Avenue  
London WC2N 5BY, United Kingdom  
+44 (0) 2035 142 663

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## Benefits



### Increase Returns

Command a 30-40 percent premium over non-targeted ads.



### Improve Reach and Relevance

Deliver relevant ads to specific audiences to reduce wasted impressions and increase click-through rates and message reach.



### Deliver Custom Targeting

Leverage other IP Intelligence parameters to deliver custom targeting such as delivering online video ads based on a user's connection speed or automatically serving a mobile ad to a user by identifying connection type.



### Create Consistency

Reduce ad variance issues across networks by deploying the industry's most widely used geolocation technology.



### Reach Users Across Devices

Deliver location-targeted content and ads to users across devices when connecting online or via IP-enabled WiFi connections.