

What Can Be Done With IP Geolocation

In today's web environment, we don't have face to face contact. Data is our most important asset. The internet provided businesses with access to literally billions of consumers. And with that you are bombarded with information that says to market to them one at a time and to track their every move.

Location, location, location – has been a mantra for decades – whether marketing, determining fraud, determining jurisdictional compliance, or just to know how to interpret the time on your watch. Use the techniques that have been successful in the physical world and easily apply them to the online world.

If You Know Where, You Can...

Localize Content

- Direct PPC ad traffic to localized landing pages.
- Show your visitors the nearest store, agent, or service center.
- Present prices in Euros instead of US dollars.
- Show products relevant to visitor's location (summer vs. winter).
- Automatically re-direct international traffic to a translated site.
- Offer online coupons for your local offline stores.
- Show visitors the local news, weather, events.
- Restrict access to digital content to comply with license and copyright agreements.
- Push merchandise to visitors in areas where stores have excess inventory.
- Change banner ads to offer geographic-related promotions i.e. flights from Chicago.
- Ensure visitors in embargoed areas are restricted from accessing certain products.
- Comply with FDA regulations by controlling access to drug marketing information.
- Show only the brands you can legally promote and market in each country.
- Promote local store sales and events to drive traffic.
- Analyze campaign results by tracking online activity in launch cities.
- Serve rich media ads to users with high-speed connections.
- Test products on a market-by-market basis.
- Build geographic communities using social media.
- Analyze your Web traffic in real-time and make instant changes to campaigns



Offer Coupons



Promote Local Stores



Analyze Web Traffic

Analyze

- Location of Visitors: Geographical/Time-of-Day Analysis
- Location of Visitors: Auditing Ad Sales
- Regional Trends: Local Promotions
- Regional Trends: Ad Reaction
- Regional Trends: Ad Placement
- Growth Rates: Visitors by Location
- First Time Visitor Analysis
- Overlay of Population Demographics with Visitor Base
- Overlay of Language Speaking Areas with Visitor Base
- Geo-Behavioral Analysis of Visitors
- Historical Analysis of Fraud: Pattern Detection
- Applicability of Geo Data to the End Solution

Prevent and Protect

- Protect your customers
- Prevent Identity theft
- Prevent Account Application Fraud
- Prevent Transaction Fraud
- Prevent Click Fraud
- Prevent Lead Fraud
- Protect from Phishing
- Ensure Multi-factored User Authentication
- Ensure Email Source/Identity Verification
- Prevent Account Takeover
- Identify "High Risk" Transaction Sources

Comply

- Comply with License Restrictions
- Comply with Franchisor's Franchise Areas
- Enforce Entitlement Requirements
- Comply with Anti-Money Laundering Regulations
- Comply with OFAC Requirements
- Comply with FFIEC Requirements
- Comply with Local Tax Requirements
- Comply with Patriot Act Requirements
- Comply with Gambling Regulations
- Comply with Financial Industry Regulations
- Comply with Pharmaceuticals Industry Regulations
- Comply with Advertising Industry Regulations
- Comply with Firearms Industry Regulations

Secure and Optimize

- Manage Network Access
- Intrusion Protection
- DDoS Protection
- IP Spoofing Protection
- Geographic Network Access Control
- QoS Control
- Intelligent Load Balancing
- Bandwidth Measurement
- Local DNS
- Network Topology/Usage Maps



Protect Your Customers



Geo-Behavioral Analysis



Serve Rich Media Ads



Geographic Content Control