[x+1]

Digital Element Helps [x+1] Uncover Actionable Audience Segments in Real Time.

Scenario

[x+1] specializes in delivering real-time, audience-based, predictive marketing technology and services that help advertisers and marketers reach their prospects and customers- more effectively online. By delivering the right targeted offer at the right time to audiences across all online channels, [x+1] helps their list of impressive clients—including BMW, America Online, and H&R Block to name a few—dramatically improve the profitability of their online marketing investments.

Seeking to deliver the most coherent, relevant and valuable online experience to the consumer and understanding that in the online world a visitor's history can be a good indicator of future behavior, [x+1] needed to collect anonymous consumer data from multiple channels in order to automatically uncover actionable segments of consumers in real time. Collectively, this unique data set can be used to learn key patterns that drive response and marketers can then improve ad performance and overall results.

Solution

Using information from the people they knew a lot about—their client's customers—[x+1] wanted to make general assumptions about prospects using anonymous data, also known as the "birds of a feather flock together" approach. The accuracy of the anonymous data is critical, so selecting an IP Intelligence provider with exceptional depth and accuracy was key. With the right information, [x+1]'s clients could start treating the anonymous visitors as if they know a lot about them and could result in some real gains.

After evaluating numerous vendors, [x+1] tapped Digital Element, the leading provider of IP Intelligence solutions. The company chose Digital Element's NetAcuity® technology for the accuracy of the data and the simplicity of integration, which allowed [x+1] Systems to maintain a focus on developing its core business. By adding Digital Element's demographic and geographic IP Intelligence technology to the company's Progressive Optimization Engine—[x+1]'s best-in-class analytic platform that is the "brains" behind the company's product suite—and through the use of non-linear programming and a variety of other mathematical modeling techniques, [x+1]'s clients could begin to profile end-users and anonymously track their online responsiveness, as well as identify patterns between the profiles and their response activity to determine the best offer to display.

![digital element - Location is Elemental ™]

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Success

The addition of Digital Element's IP Intelligence technology helped [x+1] look at far more viewer data in real time to more precisely predict where the viewer is in the decision funnel, thus allowing [x+1] to customize the messaging and show the ideal combination of branding versus direct messaging.

> "It is more important for [x+1] to have a high level of confidence in the IP data as a foundation for our behavior-based audience segments, and our customers are clearly benefiting from the targeting accuracy Digital Element provides."

\- Ted Shergalis, Chief Product Officer [x+1]

INSIGHTS

NetAcuity brings Enhanced Analytics to [x+1]'s customer insights.

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