

GeoMprint Datasheet

A Reverse Geocoding Solution That Automatically Creates a More Relevant, Point-in-Time Mobile Experience

GeoMprint is Digital Element’s reverse geocoding solution targeted at mobile device traffic. Offered as a cloud service or on-prem solution, GeoMprint takes coordinates and converts that data into more useful geographic information such as ZIP/postcodes, ZIP+4, cities, regions, etc. This allows on-the-go users who are more likely seeking information and/ or wanting to take action immediately to automatically receive more localized content, messages, advertising and promotions. Furthermore, our unique Mobility Index provides insight into how likely a user is currently on the move.

By converting otherwise useless lat/long coordinates into useful and understandable geographic data, GeoMprint can be leveraged for applications ranging from targeted advertising, nearest location, content localization, geographic rights management, fraud prevention, and more.

GeoMprint Benefits	
+ No query restrictions	+ No map contingencies
+ Industry-leading geolocation postal code polygon data	+ Option for targeting even when users opt out of location-based services
+ One-of-a-kind mobility index	+ Cloud deployment options
+ On-prem low latency deployment (25-35k queries per second)	+ Value; we currently offer our GeoMprint service at a lower price point than Google’s service—especially at higher volumes—and better pricing if IP is shared

Use Cases

-  **Nearest Location**
easily allow on-the-go consumers to find nearest physical location
-  **Real-time Targeting**
deliver more relevant, point-in-time context to mobile users
-  **Geographic Rights Management**
control access to digital content, regardless of device
-  **Fraud Prevention**
leverage real-time mobile user information to strengthen identity verification

For more details on how your company can reach mobile users when it matters, please visit us at www.digitalelement.com



GeoMprint Tidbits and Some Techie Stuff

- 20 Gigs Shared Memory
- Environment 8 or higher
- Java SE Runtime
- Support of a variety of 64-bit computing platforms: Linux, Windows, Solaris 10 Intel