

Technology Datasheet



NetAcuity®

Industry-Standard Geolocation and IP Intelligence

Digital Element's NetAcuity geolocation and IP intelligence – the gold standard in the industry – offers global coverage and provides the power to deliver geotargeted content with the industry's highest degree of accuracy. NetAcuity Standard provides global IP geotargeting at a country, state, region, and city level.

NetAcuity Edge™

Your Competitive Advantage in Hyperlocal Targeting

NetAcuity Edge's global hyperlocal database offers an enhancement to Digital Element's standard NetAcuity data, providing increased accuracy at the city/town and ZIP/postal code levels. NetAcuity Edge offers the most granular and accurate hyperlocal geotargeting solution through the only validated, partner contributing solution on the market. The result is a hyperlocal geotargeting solution that maintains user anonymity and complies with the highest standards of end-user privacy.

NetAcuity Pulse™

First-of-Its-Kind Mobile-Centric IP Targeting Solution

NetAcuity Pulse enhances ZIP and postal by using IP location information derived from mobile devices and billions of real-time data signals and Wi-Fi connection points. This data, provided by a network of partners including Skyhook Wireless, allows Digital Element to leverage its 19+ years of IP location targeting to expand the global coverage reach for post-code level and mobile-device targeting.

NetAcuity Pulse Plus™

The Industry's Only IP-based Zip+4 Location Offering

NetAcuity Pulse Plus is the industry's only geolocation solution with ZIP+4 data granularity, making it ideal for city blocks, neighborhoods, office buildings, and delivery segments. NetAcuity Pulse Plus combines the device-derived data of Pulse and with Digital Element's internally developed reverse-geocoding data feeds. Pulse Plus leverages this intelligence to enable next-level targeting for the United States. Globally, Pulse Plus allows for the finest granularity of IP-based lat/long targeting.

Targeting Parameters

With NetAcuity, you can perfect audience segmentation and targeting based on a number of parameters, including:

Country	Proxy Identification
Region/State	ISP
City	Domain
ZIP/Postal Codes	ASN
Custom Regions	Home/Business
Connection Type	Industry Codes
Connection Speed	Company Name
Mobile Carrier	Org Name
Latitude/Longitude	Demographics
Zip+4	VPN Proxy
Proxy Type	Point of Interest

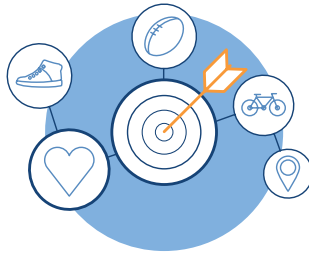
Meet Some Clients



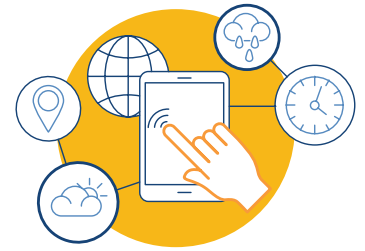
One Technology, Multiple Applications



Manage Digital Rights



Target Online Advertising



Localize Content



Enhance Analytics



Prevent Online Fraud



Target Mobile Users

The Industry Standard

Accuracy
Lead the pack with city-level accuracy at more than 95 percent worldwide.

Innovation
The most granular and versatile IP-based targeting parameters on the market.

Reputation
Our client list speaks for itself: NetAcuity is used by the world's most recognized brands.

Accreditation
The only geolocation data accredited by the Media Rating Council (MRC).

Coverage
NetAcuity provides coverage for 99.9999 percent of the Internet and collects more than one billion points-of-view daily.

Dedication
Our customer support team is on it, period. Our team continues to receive accolades for its responsiveness and thoroughness.

NetAcuity Tidbits and Some Techie Stuff

- Client Platform – Integrates with most operating systems and applications
- Support – 24/7 technical support
- Latency – As low as .03 milliseconds
- Database updates happen weekly
- Provides support for a variety of popular 64-bit computing platforms: Red Hat Enterprise Linux 5, Windows 2003/2008 Server
- Processing – Capable of over 30,000 IP resolutions per second
- RESTful Interface
- Up-and-running in as little as 20 minutes
- Application Programming Interface (API) – C, C++, C#, Perl, Java, PHP, .NET, Ruby, Python, Node.js, Apache Module, Go, Nginx or custom support available for a wide array of programming languages and client platforms