Digital Element, the global geolocation and audience context leader, has been harnessing the power of location insights for more than 20 years. Our solutions uncover new intelligence about your unique connected audience, identifying actionable information such as geographic location, proxies, demographic data, connection speed and more.

**Industry-Leading IP Location Targeting**

- **NetAcuity**
  - Legacy data with accurate and reliable IP location data worldwide.

- **NetAcuity Edge**
  - Increased accuracy at the city and ZIP/postcode targeting level.

- **NetAcuity Pulse**
  - Mobile device-derived data overlayed onto Edge data to offer increased postcode-level coverage.

- **NetAcuity Pulse Plus**
  - Hypergranular targeting down to a ZIP+4 level by combining device-derived data with reverse-geocoding data feeds.

**Audience Context Solutions**

- **Point-of-Interest Insights**
  - Identify users in the immediate vicinity of nearby points of interest such as restaurants, shops, businesses, health care providers, college campuses, and more.

- **VPN & Proxy Identification**
  - Detect and prevent malicious IP address masking, and enable greater control over the distribution of your digital content.

- **Carrier Data**
  - Enable stronger targeting of mobile users based on ISP, mobile carrier, mobile country code, and mobile network code information.

- **Additional Insights**
  - Gain insight into the domain names tied to given IP addresses, companies and organizations associated with them, ASN, demographics, and more.
Reverse Geocoding

Turn Raw Latitude/Longitude Data into Actionable Insights

Leveraging our unique Mobility Index™, which indicates whether an IP is fixed or mobile, and our machine-learning methodologies, we have made the missing connection between stationary and on-the-go consumers, their locations, and the points of interest around them. Key location information returned by GeoMprint includes ZIP/Postal codes, City, Country, Time Zone, and more, enabling clients to localize content, deliver targeted ads, prevent online fraud, manage geographic rights, and more. Coupled with NetAcuity, GeoMprint allows for more comprehensive mobile targeting across connection types, meaning clients deliver localized messages to both online and mobile users alike. Furthermore, POI data can now also be returned from latitude/longitude inputs.

The Power of IP Geolocation

Manage Digital Rights
Target Online Advertising
Localize Content
Enhance Analytics
Prevent Online Fraud
Target Mobile Users

Meet Some Clients