

# Top 5 Mobile IP Targeting Myths



**Myth 1:** GPS is the only viable location-based service (LBS) for mobile targeting.

**Truth**

In most instances, in order for marketers to take advantage of LBS to deliver targeted ads, promotions and content, mobile users must opt-in. But many users refuse, citing reasons such as privacy or battery-life concerns. And, once they turn LBS services off, it's often hard to get them to turn them back on.

With IP-based geolocation technology, marketers can fill the mobile gap by allowing companies to target mobile users by location and connection type as they increasingly take advantage of the ever-growing population of rate- and speed-friendly Wi-Fi networks.

The technology leverages the "living network" of IP-location information derived from mobile devices and billions of on-device location transactions to deliver precise, yet privacy-sensitive, global targeting. With 80 to 90 percent of mobile traffic coming via some type of Wi-Fi connection (meaning there is a locatable IP address associated with it), more precise targeting can occur based on where a user is located and connected at a specific point in time, regardless of device type.



**Myth 2:** IP-based mobile targeting isn't accurate enough.

**Truth**

The most accurate IP geolocation technology identifies the location of online visitors down to a ZIP code or postcode-level worldwide—all while respecting user privacy. Digital Element's mobile-centric IP targeting solution, NetAcuity Pulse™, expands the coverage and reach of global geolocation data by leveraging new mobile device-derived data combined with infrastructure analysis.

By leveraging new insights from Wi-Fi-connected mobile traffic, Pulse is able to "see" more IP addresses on devices, increasing targetable IP addresses in some countries by more than 100 percent.



**Myth 3:** How hyperlocal is your data within my target geographies? Do you return postcode-level geography? If so, do you default to city-center postcodes?

**Truth**

Companies not only have to deal with device and connectivity diversity, they also have to understand that consumers engage differently in certain environments. As mobile and connected devices continue to proliferate, it is increasingly important to have intelligence on the array of different devices that customers use to engage with a brand in order to deliver advertising, messages and promotions that are relevant to a specific point in time. Having this information allows companies to adapt their content at a granular level, in order to maximize engagement and conversion rates.

In addition to a user's point-in-time geographic location, Digital Element's mobile IP location information can include whether the user is in fact coming through a Wi-Fi connection point and whether someone is on a home or business hotspot (which may call for traffic to be handled differently).

The ability to report carrier data provides further information on the context of the user, as well as accurate information about the device. This is particularly useful for advertisers wanting to deliver their messages to a specific network to fulfill geographic and demographic targeting criteria. Furthermore, the ability to distinguish between Wi-Fi and a cellular network is useful for delivering optimized content based on a user's connection type.

By using this type of information with location data as well as demographics, often referred to as geotextual data or proximity intelligence, companies can gain a better understanding of customers' context around their current locations—which in turn helps them develop and deliver more relevant, timely messages as a result.



**Myth 4:** IP data and GPS data don't work in tandem.

**Truth**

On their own, GPS coordinates mean little to companies, but the wealth of geolocation information that can be gleaned from that data is very beneficial for marketing and other business purposes.

Reverse geocoding is the process of taking GPS-obtained latitude/longitude coordinates and converting them into more readable and understandable geolocation information. Without reverse geocoding, when mobile users opt in to location-based services (in app) or share their locations (mobile web), the latitude/longitude coordinates are the only pieces of information returned which essentially amount to numbers and decimals.

Digital Element offers a solution that combines the power of IP geolocation and reverse-geocoded latitude/longitude coordinates that allows you to reach 100 percent of your mobile audience. The solution can deliver IP location data in the absence of latitude/longitude coordinates. In turn, when those coordinates are available, it automatically converts that information into more expanded, understandable, and useful geolocation data. No matter how the location data is obtained, it can be applied to targeted advertising, content localization, geographic rights management, fraud prevention, and more.



**Myth 5:** Mobile targeting via IP data doesn't provide enough granularity.

**Truth**

Mobile marketers are continually looking for deeper data in order to produce even more precise targeting. Digital Element's Pulse Plus solution delivers comprehensive IP-to-ZIP+4 data, offering marketers that in-depth granularity they crave. Combined with demographic data, marketers can more accurately segment—and target—audiences with relevant messages wherever they live, work, travel and shop.

In terms of ZIP+4 data granularity, these digits identify more pinpointed areas—such as a group of apartments or office buildings—or a high-volume mail receiver within a five-digit delivery zone to help with mail sorting and delivery. The sixth and seventh digits of ZIP+4 indicate a “delivery sector,” such as a group of streets, P.O. boxes, a group of buildings, or even a single high-rise building. The eighth and ninth digits designate a “delivery segment,” such as a specific side of a street, a floor in an office or apartment building, or a specific department within a large office.

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