

NetAcuity's Alternate Area Database

Introducing NetAcuity's Alternate Area Database: Unlocking Detailed Geographic Insights

NetAcuity, the industry leading solution for global IP geolocation is taking IP-based location targeting to the next level by adding a new database to its solution enabling IP addresses to be mapped to individual Statistical Areas (SA1) in Australia. The Alternate Area Database is an innovative feature designed to provide more precise geographic data by selecting and aggregating IP addresses from specific, smaller areas outside traditional postal codes. This allows companies to leverage detailed geographic boundaries to enhance the granularity and accuracy of location-based data without sacrificing privacy.

An Overview of Alternate Area Database's Granularity:

In Australia, there are approximately 3,333 postcodes, some of which cover multiple towns and large populations, leading to thousands of IP addresses tied to a single postcode. This can make targeted marketing less accurate. In contrast, there are 61,845 SA1 regions, each with an average of 400 people, offering more precise targeting. Using SA1s allows companies to gain better insights and avoid the overgeneralization often associated with postcodes.



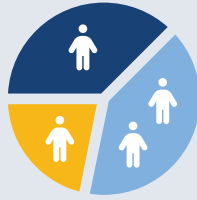
In the image above, the red lines show the postcodes in Melbourne, Australia and the white lines are SA1s.

Using NetAcuity's Alternate Area Database, companies can map IP addresses to individual Statistical Areas for:



Precise Ad Targeting:

Marketers can target advertisements to specific neighborhoods or areas, ensuring that ads reach the most relevant audience.



Detailed Demographic Analysis:

Businesses can gain deeper insights into user demographics, preferences, and behaviors within specific areas.



Enhanced Cybersecurity:

Cybersecurity firms can identify and monitor traffic from more specific areas, increasing the accuracy of threat detection and response.

For more information on the capabilities of the Alternate Area Database, contact a sales representative or visit digitalelement.com.



About Digital Element

Digital Element is the global IP geolocation and intelligence leader. In business for more than two decades, the company has unrivaled expertise in leveraging IP address insights to deliver new value to companies in a privacy-sensitive, transparent manner. Leveraged by the world's most recognized brands, Digital Element provides clients with innovative solutions designed to optimize engagement across industries and applications, creating unique value at every consumer touchpoint.