NetAcuity®

Industry-Standard Geolocation and IP Intelligence

Digital Element's NetAcuity geolocation and IP Intelligence—the gold standard in the industry—uncovers actionable information about online users such as geographic location, connection speed, domain name and more—information that improves the reach, relevance and response of online initiatives—all while respecting the user's right to privacy.

NetAcuity Edge™

Your Competitive Advantage in Hyperlocal Targeting

The NetAcuity Edge global hyperlocal database is an enhancement to Digital Element's NetAcuity data, providing increased accuracy at the city/town and ZIP/postal code levels.

Since its initial launch, NetAcuity Edge has revolutionized the IP geolocation space by providing the only validated, partner-contributed geographic postcode-level data on the market. NetAcuity Edge combines traditional infrastructure analysis with insight gleaned from a network of global commercial partners to better map the Internet. The result is the most granular and accurate hyperlocal geotargeting solution that maintains user anonymity and complies with the highest standards of end-user privacy. NetAcuity Edge data is available for purchase in addition to Digital Element's standard NetAcuity data offering for those companies looking for greater targeting depth.

NetAcuity Pulse™

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

NetAcuity Pulse takes IP-based targeting to a new level by utilizing insights gleaned from mobile devices, allowing Digital Element to offer more seen IP locations than any other provider.

NetAcuity Pulse is revolutionizing IP targeting by allowing clients to more effectively target both mobile and connected traffic through a "living network" of IP location information derived from mobile devices and billions of real-time data signals and Wi-Fi connection points. This data, provided by partners including Skyhook Wireless, allows Digital Element to leverage its 17+ years of IP location targeting expertise to deliver a new data set that clients can employ to expand the global coverage reach for postcode level and mobile device targeting. NetAcuity Pulse is available for purchase in addition to Digital Element's current NetAcuity offerings for those companies looking to fill the mobile gap and dramatically increase global postcode level targeting coverage.

NetAcuity Pulse Plus™

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

NetAcuity Pulse Plus is the first-of-its kind Zip+4 targeting solution, combining the device-derived data of NetAcuity Pulse and with Digital Element's internally developed reverse-geocoding data feeds. Available for Flat File implementation, Pulse Plus leverages this new intelligence along with shape and boundary files to enable the next-level of zip code targeting for the U.S. Globally, Pulse Plus now allows for the finest granularity of IP-based lat/long targeting, taking the traditional methods of centroid lat/long targeting to new depths of precision. NetAcuity Pulse Plus is available for purchase for those companies looking for the most granular zip and lat/long IP-based targeting available.

With NetAcuity, you can perfect audience segmentation capabilities and targeting based on parameters including:

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

* USA DMA/MSA, U.K. ITV Regions, French Departments, German Nielsen DMAs, South Korean Si/Gun/Gu, Chinese Diji Shi cities, and Russian Federal Districts.

Sample Clients

facebook.   twitter

HubSpot   VeriSign®

INFECTIOUS MEDIA   AppNexus

crimtan   hulu

ebay   VERVE LOCATION POWERED

YAHOO!   BBC

LIVE NATION   TURN

Pinterest   nielsen

LOWE'S   SONY

The Industry Standard

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

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

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

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

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

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

One Technology, Multiple Applications

NetAcuity®
Global Geolocation and IP Intelligence

Manage Digital Rights
Ensure that licensing and copyright agreements are adhered to and that digital assets are protected against online piracy.

Target Online Advertising
Reduce wasted impressions, increase click-through rates, and improve message reach by delivering relevant ads to specific audiences.

Localize Content
Reduce abandonment rates, increase time evaluating products and services, and increase revenues by delivering location-specific content.

Enhance Analytics
Further segment and gain deeper insight into customer behavior—the true benchmark for critical assessment of the online channel.

Prevent Online Fraud
Add another layer of protection to validate or verify user location and other IP attributes to keep users safe in your online environment.

Target Mobile Users
Serve customized and tailored content and messages to the growing population of on-the-go users—without the need for user opt-in.

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, Solaris 10-Intel, Solaris 10-SPARC, 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