

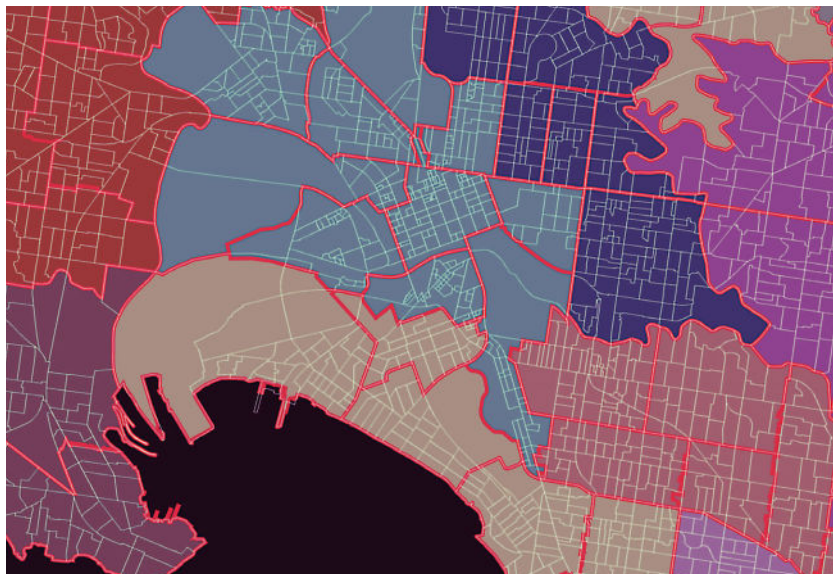
# NetAcuity's Alternate Area Database

## NetAcuity's Alternate Area Database: Unlocking Alternative Boundaries to Postal Codes for Global IP Geolocation Needs

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 and IRIS units in France. 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. The Alternative Area database is made from Feature Codes 40 (SA1), 41 (SA1 Max), 42 (IRIS) and 43 (PLZ8).

### An Overview of Alternate Area Database's Granularity:

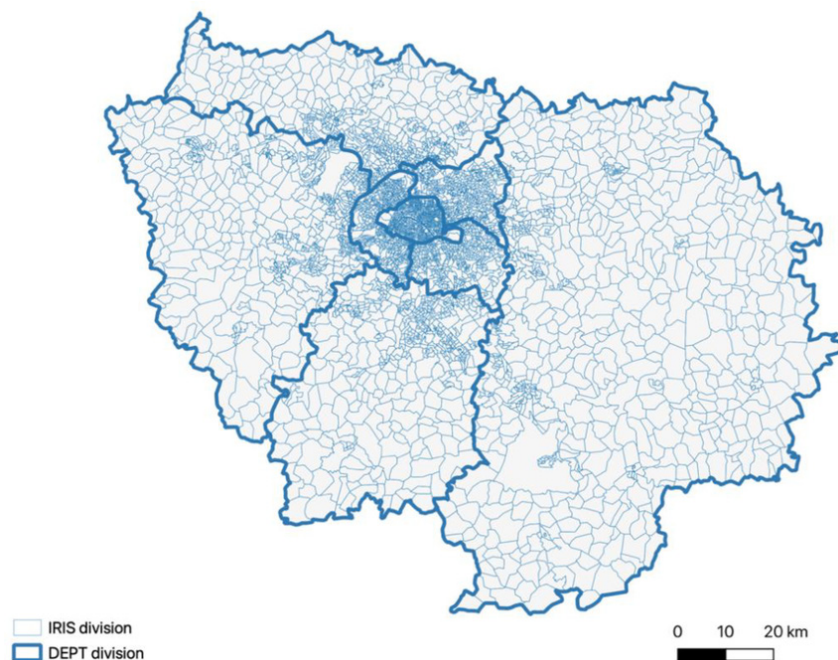
In Australia, there are approximately 3,333 postcodes, some of which cover multiple towns and large populations, leading to thousands of IP addresses tied to a single postcode. This can make targeted marketing less accurate. In contrast, there are 61,845 SA1 regions, each with an average of 400 people, 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.*

## IRIS Units in France:

In France, IRIS units provide an additional layer of granularity to IP data, offering a more localized and detailed approach to geolocation. While IP data typically maps to broader geographic areas, IRIS (Identification des Réseaux d'Information et de Services) units enable pinpointing locations within specific regions, such as neighborhoods. In addition, these are boundaries created by the French government and are privacy safe due to the aggregation of people per boundary. As a geospatial system defining territorial units smaller than postal codes, IRIS allows for a more accurate understanding of user locations. By integrating IRIS data, IP-based geolocation can achieve higher precision, especially in urban areas where many addresses share the same IP range. This enhanced granularity is invaluable for applications like logistics, targeted advertising, and regional analysis, where precise location data is essential.



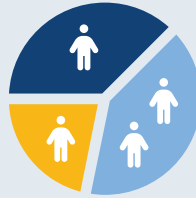
*In the image above, the light blue lines show the individual IRIS units*

Using NetAcuity's Alternate Area Database, companies can map IP addresses to individual Statistical Areas or IRIS units 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](https://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.