



Driving Intelligent Analytics Through Trusted IP Geolocation Data

Overview

For more than a decade, Webtrekk (now part of the **Mapp Marketing Cloud**) has relied on Digital Element's IP geolocation data to power its web analytics platform. While the data itself may be nearly invisible to the end user, it remains a foundational element of Mapp's ability to offer robust, privacy-compliant insights to marketing teams globally.

About Mapp

Headquartered in London, Mapp is a trusted partner for marketers looking to connect data, insights, and action. Through its Mapp Marketing Cloud, the company delivers advanced analytics and AI-powered marketing automation that enable brands to personalize customer experiences across every channel. Mapp's privacy-first approach ensures that marketers can unlock the full potential of their data while maintaining complete compliance and transparency.

Customer Profile

Industry: Marketing Technology / Analytics

Location: London, serving a global customer base

Use Case: Website analytics and customer segmentation

The Challenge

As a global analytics provider, Mapp operates in some of the most privacy-conscious regions in the world. Their clients, including global brands, retailers, and financial services firms, require analytics tools that deliver actionable insights without compromising end-user privacy.

With the introduction of GDPR in Europe and increased scrutiny around user tracking, Mapp needed to ensure that any location-based data used in its platform met strict regulatory standards. Traditional IP geolocation solutions either lacked accuracy, violated data storage restrictions, or couldn't scale to Mapp's enterprise client base. They needed a partner that offered both technical reliability and privacy-first principles, without requiring a complex integration or additional data management burden.

The Solution

After evaluating providers, Mapp selected NetAcuity by Digital Element, the global leader in IP geolocation and intelligence, as its solution. By integrating NetAcuity into its analytics stack, Mapp enabled its customers to:

- **Analyze geographic reach** by visualizing visitor data at the country, region, and city level, helping identify high-performing markets and uncover emerging opportunities.
- **Compare audience behavior** across locations to surface trends in engagement, conversion, and retention that vary by geography.
- **Segment users** by network and environmental factors such as ISP, organization type, mobile carrier, and connection speed, to support more accurate audience modeling and campaign optimization.
- **Filter out internal traffic** for large enterprises and global brands, ensuring that analytics reflect only true customer behavior.

NetAcuity's data powers the Geography module within the Mapp platform and supports audience segmentation. Customers benefit from intuitive dashboards that offer real-time visibility into visitor insights, from location to mobile carrier, and actionable recommendations for optimizing campaign performance. With privacy baked in from the start, customers gain the data-driven clarity they need without compromising GDPR compliance.

The Results

For over a decade, NetAcuity has been a foundational element of Mapp's analytics platform. Its IP geolocation data powers key insights that drive smarter decision-making, all while maintaining strict GDPR compliance. As part of Mapp's larger marketing ecosystem, the IP geolocation data continues to deliver measurable operational and strategic value.

Long-term Reliability

Mapp has consistently praised the stability of the data, noting minimal issues or customer complaints, even as their platform scaled to serve international clients.

Privacy-First Implementation

Thanks to real-time lookups and anonymized processing, Mapp can confidently offer GDPR-compliant data enrichment without ever storing or exposing IP addresses directly.

Seamless Integration

NetAcuity has remained easy to implement and maintain within the platform, freeing up Mapp's product team to focus on innovation, not troubleshooting data sources.

Data Trust and Confidence

IP data provides the backbone of accuracy and reliability that supports high-level decisions across Mapp's customer base.



Partner Perspective

Sven Kliem, who manages procurement and operations at Mapp, emphasized his team's long-term trust in Digital Element:

"Fashion is now a strategic focus for Mapp, and Digital Element gives us the clarity to see how tastes shift from one locale to the next, what resonates in Manchester can differ in Milan. Their privacy-by-design geolocation lets us tailor creative, campaigns and experiences at city level without storing IP addresses. That reliability has powered our platform for more than a decade, and our fashion clients feel the difference."

This consistency is especially valuable in a product where reliability often goes unnoticed — until it isn't there. For Mapp, Digital Element has remained a partner delivering performance and peace of mind.