

How IP geolocation fits into the data driven online advertising landscape



The data explosion

The principles of ad targeting have hardly changed during the last two decades however the underlying technology has become increasingly sophisticated.

The explosion of martech and adtech suppliers has increased by a staggering 2233% in just 5 years.

NUMBER OF MARTECH AND ADTECH SUPPLIERS HAS INCREASED

2233%
IN JUST 5 YEARS

Martech providers:

3500
in 2016

150
in 2011



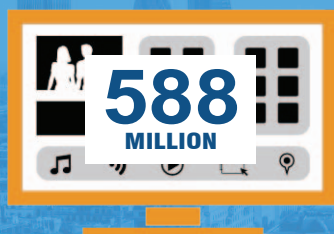
PC USERS



SMARTPHONE USERS



TABLET USERS



CONNECTED TV USERS

Targetting challenges

The challenge is to serve ads effectively in this complex and evolving marketplace and lies in maintaining the ability to target when consumers are using multiple devices across a range of locations.

Customer journey

The opportunities stem from an almost unlimited number of touch points. It is now possible to reach consumers on the train to work, on the high street or when they go out for a drink or a meal in the evening. These mobile marketing moments present the opportunity for companies to deliver carefully crafted and contextually relevant customer journeys.



Digital Element invented IP geo-targeting in 1999



The world's most advanced proxy database



Digital Element the only IP supplier accredited by the media rating council



99.99%
COVERAGE

Unsurpassed global coverage of the world's IP space @ 99.99% coverage



The only dedicated IP data company with technical support 24/7

IP geolocation in action

The online advertising marketing is a complex ecosystem of ad exchanges, data management platforms and supply and demand platforms. All of them crunching the data profiles of potential customers and enabling bids to be made and accepted in milliseconds. And IP geolocation is an important part of the data mix. But the targeting of consumers is only as good as the data used.

Delivering timely and relevant advertising to consumers is dependent on good data. The vast majority of IP data available to ad platforms has been inaccurate and inconsistent.