

Targeted Online Advertising

Leverage the De Facto Standard in IP Intelligence Technology to Increase the Reach, Relevance and Response of Online Advertising



With the local online and video advertising markets growing at staggering rates, being able to provide deeper insight about online audiences will give you the added edge you need to increase market share and stay ahead in the game.

In today's world, the power of IP targeting and geotargeting for increasing the effectiveness of online advertising is undisputable. Just knowing something as simple as a website visitor's location is a crucial factor for success, and customers are increasingly demanding enhanced targeting of their online campaigns in order to reduce wasted impressions and deliver results.

Look, the online world is a crowded place, and people just want to quickly access information that is relevant. That's not too much to ask, is it? Something as simple as showing an ad that promotes a sale on the hottest pair of jeans at a nearby retailer or an ad that showcases bathing suits to a visitor from Miami can deliver value and results that far surpass those of generalized campaigns.

Armed with Digital Element's NetAcuity IP Intelligence technology—the gold standard in the industry—you can significantly improve message reach and relevance, allowing profits to soar for Internet media buys. NetAcuity accurately and non-invasively identifies a website visitor's location down to the city level worldwide, giving you the ability to analyze and evaluate data in real-time—and the information you need to make efficient and effective ad-serving decisions. With country-level targeting that's over 99.9% accurate and city-level targeting that's over 94% accurate, you will be able to serve the right messages at the right time and be able to deliver measurable results.

The precision targeting delivered by NetAcuity ensures that your customers are getting the consistency they demand. And by showing them you use the de facto standard, it will give them assurance that you are providing them with a high return on investment for geographic media buys and show them that you take ad targeting seriously. How cool is that?

By now you're probably wondering, "Why is NetAcuity so widely used by ad networks?" It's simple: Customers demand accurate and consistent targeting of ad buys across networks. By providing them with the most comprehensive IP Intelligence data in the industry, utilized by the leading ad networks on the Internet, you will give them just that—consistency of targeting and unsurpassed accuracy. Your advertisers will be confident in your ad network,

knowing that you've chosen to go with the leader in the space,

increasing customer satisfaction and ultimately revenue.

And by the way, NetAcuity can also determine other pieces of information such as a visitor's connection type, ISP, domain name, company name, home or business and more, giving you the data necessary to target campaigns in new ways, such as serving rich media ads only to those users with a high-speed connection or offering a competitive ad to a user based on their domain or company name.

Using IP Intelligence helped one customer generate a total annual return on investment exceeding 700% the first year it was employed

“ Digital Element clearly had the strongest offering on the market and brought the most value to our business. We have been a satisfied client and partner ever since. ”

- Scott Ferber, Co-Founder, Advertising.com

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With Digital Element's IP Intelligence technology you can:

Increase ROI for Ad Buys

- Reduce wasted impressions and increase click-through rates and message reach by delivering relevant ads to specific audiences
- Upsell targeted ads for as much as 30%-40% over non-targeted ads
- Increase ROI for geographic media buys by selling local advertising
- Upsell the ability to deliver advanced ad targeting such as rich media ads based on a user's connection speed

Track and Increase the Effectiveness of Campaigns

- Customize delivery based on ad format and visitor demographics
- Track the effectiveness of campaigns by analyzing real-time traffic increases from the area of promotion
- Chart ROI for multiple campaigns using customizable reporting tools
- Measure various campaign objectives for a comprehensive launch or program analysis
- Target your customer's specific market within your global inventory

A Global Leader

Digital Element has extensive experience in the industry—that is why leading ad networks, ad technology providers, interactive agencies, Internet retailers and search providers are already deploying Digital Element's IP Intelligence technology to deliver targeted advertising and content to an increasingly dispersed online audience. Our technology utilizes more than 20 different patent-pending methods, making us the recognized industry standard in comprehensive and accurate IP Intelligence technology.

Whether you are an ad network, online publisher, technology provider, search provider or an online retailer wanting to deliver traditional online ads or rich media ads, IP Intelligence technology can provide the information you need to deliver truly targeted ads and content in a simple and cost-effective manner. It can also help you increase market share and overall client satisfaction—that alone makes it worthwhile, doesn't it?

A Partial List of Digital Element Customers Include:

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| - Accipiter | - CNET Networks | - New York Times | - Vendare Group |
| - Advertising.com | - CNN.com | - Pennyweb | - Verisign |
| - AOL/Time Warner | - DoubleClick | - Revenue.net | - Walt Disney Internet Group |
| - Ask Jeeves | - Fastclick | - Revenue Science | - Zone Labs |
| - AT&T | - InfoSpace | - Symantec | |
| - Atlas Solutions | - McAfee | - ValueClick | |