

# Top 5 Myths of Mobile IP Targeting

## Dispelling Marketplace Misperceptions

Marketers can use IP geolocation to successfully target users without LBS services turned on.

The profusion of mobile devices has changed the way companies reach and engage with customers.

Mobile marketing tactics now must involve:



Knowing these two factors allows a company to deliver contextual relevance—content applicable to a specific moment in time—resulting in a far more effective way to engage with customers.

One of the best ways to reach mobile users is through IP geotargeting technology, yet many companies still hold a few misconceptions about just how effective this solution truly is. This infographic is here to debunk some of the most common myths surrounding mobile IP targeting and clear up those misconceptions once and for all.

## The Myths

- 1 I can only target mobile users who have opt-in to location-based services (LBS).
- 2 IP-based mobile targeting isn't accurate or very granular.
- 3 Mobile device data only provides location information.
- 4 I already get GPS-generated latitude/longitude coordinates when mobile users opt-in to LBS. What more do I need?
- 5 There is no point in targeting by connection type when mobile users could be there five minutes then gone.

## The Facts

**1 Marketers can use IP geolocation to successfully target users without LBS services turned on.**

Why is that good? 80% of mobile traffic already comes via some type of Wi-Fi connection, which has an IP address that can be geotargeted. This automatically means a lot of visitors can be targeted regardless of LBS services being on or off.

Mobile Traffic: 80%  
Users Targeted Without LBS: 80%

**2 Wrong! The industry's best IP geolocation solutions can target down to a ZIP code level worldwide and even a ZIP+4 level in certain regions without needing user privacy.**

For example, if a country is using a global IP geolocation solution that returns responses for 30,000 postal codes in Canada, Digital Element's NextAcuity Pulse solution now returns 270,000 unique postcodes (i.e. by incorporating Wi-Fi data) to effectively "see" more IP addresses.

IP Geolocation Responses

30,000 postal codes  
270,000 unique postcodes  
Almost 7x More Returns

**3 While location is the primary data point, industry-leading IP geolocation solutions provide dozens of other data points, including:**

Connection Type • Time Zone/Language • Device • ISP • Connection Speed • Latitude/Longitude • Home/Business • Demographics • Phone Area Code • Industry Codes • ADX • And More

Having this information allows companies to adapt their content at a granular level in order to increase conversion rates and maximize engagement.

The ability to distinguish between Wi-Fi and a cellular network is useful for delivering optimized content based on a user's connection type.

**4 Raw GPS coordinates usually mean very little to companies, but the wealth of geolocation information that can be gleaned from that data can be far more beneficial for marketing and other business purposes.**

"Reverse geocoding" is the process of taking latitude/longitude coordinates from GPS and turning them into more readable and understandable geographic information, such as the city or region they're in. Without it, you just get a bunch of tough-to-use decimals and numbers.

Unpacking Beneficial Data

45.5238°N  
123.1158°W  
Home/Business  
Connections: Wi-Fi

**5 Targeting on-the-go users is critical no matter how long the user stays in one place.**

If they're logged into airplane/laptop Wi-Fi at one moment, then hotel Wi-Fi the next, this provides key insights that the user could be a business traveler.

More importantly, selecting that user is in a completely different location from when they previously logged in is crucial to providing them with the most up-to-date information possible.

Delivering location- or context-relevant content enables businesses to have smarter, more personalized interactions with these mobile audiences, no matter how quick the duration may be.

## Presented By



Digital Element is the industry leader in location-based IP data and services. For more information on how we can help your business reach its mobile targeting needs, visit [www.digitalelement.com](http://www.digitalelement.com).