IP Targeting for Businesses

Target. Engage. Convert.

Daley Professional Web Solutions
Serving the Hudson Valley...and beyond.

DaleyPWS.com

Welcome to IP Targeting

What is IP targeting? *It's like direct mail for the internet.*

IP Targeting is an online advertising system that allows you to target **unique users** at **specific household or business addresses**.

Your digital ads appear on all devices – home computers, tablets, cell phones - as your targeted audience visits news sites, email portals and other popular sites across the web.

IP targeting works by matching IP addresses (internet locations) to physical street addresses. Your ads reach the **exact target addresses**, so you have **zero wasted impressions or budget**.

IP targeting campaigns can cost a fraction of radio, print, or television advertisements. In fact, with up to 80% of traditional advertising failing to reach your target audience, consider how much money you could save by getting the **right message** in front of the **right people** at the **right time**.

True One-To-One Marketing

IP targeting works for advertisers because it incorporates offline data; i.e., customer lists, modeled data, registered voter lists and direct mail data. All these datasets can be used to deliver ads to real people with unparalleled accuracy.

**Digital delivery enables a much higher contact frequency
than direct mail, TV, radio or print.**

IP Targeting Allows You To:

- Target ad delivery by location or address
- Display your ads on websites where your target customer visits
- Display ads on desktop, tablets and mobile devices at targeted locations
- Integrate with existing customer address lists
- Reach out to previous or lapsed customers
- Access millions of websites through ad networks displaying billions of ad impressions every day
- Track ad impressions, clicks and conversions

IP Targeting is a great way to create ongoing brand awareness. Use it to target key customer and prospect segments while you reach out to them through other channels such as direct mail, email or social media.

To learn more how IP Targeting can help your business, read on!

And the price? Depending on the frequency of your ads, your costs can be between .75 and $1.50 per household.

IP Targeting and Direct Mail

Reinforce Your Messaging

Combine IP Targeting with a direct mail campaign to reinforce your message.

When you combine physical mail with online ads, the channels feed off each other and provide a higher overall response rate. We can append your physical address list with household level IP addresses and serve ads across the web before your letter, postcard, catalog or self-mailers reach their mailboxes.

When your online advertisements match your direct mail piece, it drives your offer home and creates synergy between the two channels.

IP TARGETING

Extend Reach and Frequency

By pairing direct mail with IP Targeting you can have a much higher contact frequency.

01 **DIRECT MAIL** piece sent to household addressed.

02 **DIGITAL IP TARGETING** campaign launches targeting matched addresses.

03 **BANNER ADS** run online before and during the direct mail drop.

04 **TARGET HOUSEHOLDS** IP's with post-mail drop.

Digital Canvassing

Reach Locations and Neighborhoods with Ease

Digital Canvassing combines mapping and IP Targeting technologies. It works the way a service company hands out flyers to the nearby houses after performing a service. Digital Canvassing looks at the street name and relative distance of intersections to determine which houses to serve ads.

You provide a list of names, addresses and zip codes of your existing clients. Our algorithm will identify the IP addresses of homes within the line of site of your client's households.

Digital Canvassing is ideal for:
- Home Service Providers
- HVAC Companies
- Fuel Delivery Services
- Landscaping Companies
- Real Estate
- Law Firms and Attorneys
- Banks and Credit Unions
- Local Businesses

Targeting New Movers

New Customers, New Opportunities

The goal of **New Mover IP Targeting** is to reach people who are moving or have just moved into their new home with online banner on their laptop, smartphone, and desktop devices.

Why Target New Movers?

Because they are valuable. In that 30-day window before and after the move, many purchase decisions are made, averaging about $8,700 per household. Because of this, new movers are **very receptive** to learning about new businesses. Once you reach and sell to that audience, **they are far more likely to become a repeat customer**.

How It Works

Choose which ZIP code(s), city, and/or state you want to target. We can tell you how many new movers you can target and help craft a plan to best reach your targeted audience.

Once your ad campaign is in place, your ads will **automatically reach new movers** and target those households for a 90-day window. As they drop off, new targets are added automatically.

You will always be reaching a relevant audience. The system updates twice daily and connects advertisers to consumers in hours instead of weeks. The system is programmatic, allowing you to sit back and **target new movers the instant they become available.**

Grow Your Customer Base

Consider how valuable it is to get the right message in front of the right people at the right time. **How many new customers can you reach before your competition?**

Captive Audience

Target Specific Venue Locations

Generate a digital B2B clientele with IP Targeting technology. **Captive Audience** starts by advertisers selecting locations where target populations gather, such as: shopping centers, hotels, trade shows, conventions or even competitor's locations. Then we map the IP addresses of these locations and serve targeted digital ads on websites prospects visit **while at the chosen venue.**

Identify Target Locations

Polygon Location to Grab IP Address

Target Locations with Banner Ads

The use-cases for a digital B2B IP targeting campaign are limitless. Whether you're advertising at competitor's business, another business to get their attention, trade shows at convention centers, or students events on a college campus, Captive Audience makes it easy to serve to any location.
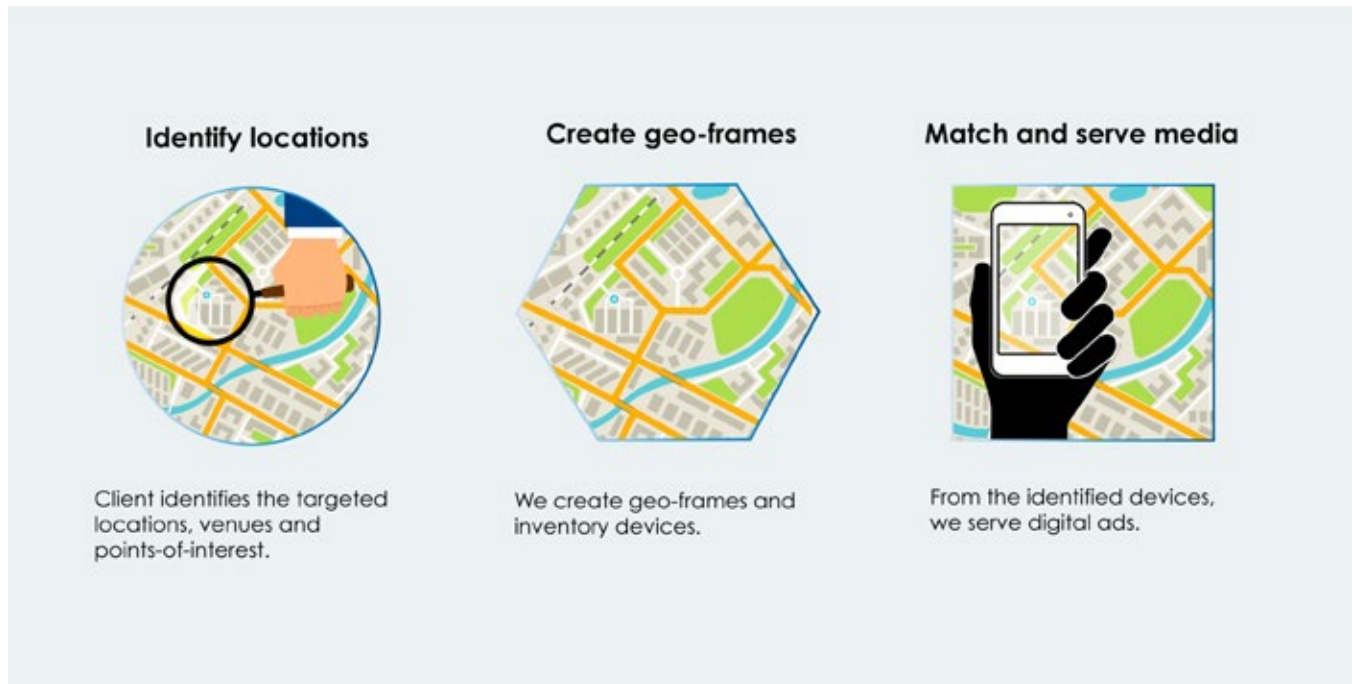
Who do you want to reach? Target an audience wherever you choose.

Venue Replay

Capture an Audience and Advertise to Them Later

Venue Replay allows you to capture people's Device IDs at high value locations and market to them later.

By mapping the area, we can identify any devices (smartphones, tablets, laptops) after they leave the venue, and continue to target them with digital banner ads at their home and across all their devices.

Identify locations

Client identifies the targeted locations, venues and points-of-interest.

Create geo-frames

We create geo-frames and inventory devices.

Match and serve media

From the identified devices, we serve digital ads.

Consider Venue IP Retargeting to:

- **Capture the attention of Captive Audiences** with offers at a targeted location and use Venue Replay to continue advertising to them on all their mobile and home devices.
- **Promote your brand** to individuals at competitor locations and then activate Venue Replay to continue advertising to them on all their mobile and home devices.
- **Advertise upcoming events and loyalty programs** to current customers and with Venue Replay, obtain and serve advertisements to those individuals after they leave.

Let us help you find creative way to target any venue audience you desire.

Tracking Your Success

Improve your ROI

Getting your message out to potential customers only the **first part** of any advertising campaign.

The second half is determining how many people **respond** to your ads.

For best results, your ads should be simple, have visible logo branding and a specific call to action. (Ex., Learn More, Download Now, Get the Coupon, etc.)

After a user clicks on your ad, the landing page should be relevant to your ad's message. The landing page itself should have a single call to action. This can be to fill out a form, sign up for an email list or to make a call.

Any actions that your visitors take should be tracked for **conversions**, so you can determine the effectiveness of your ad campaigns.
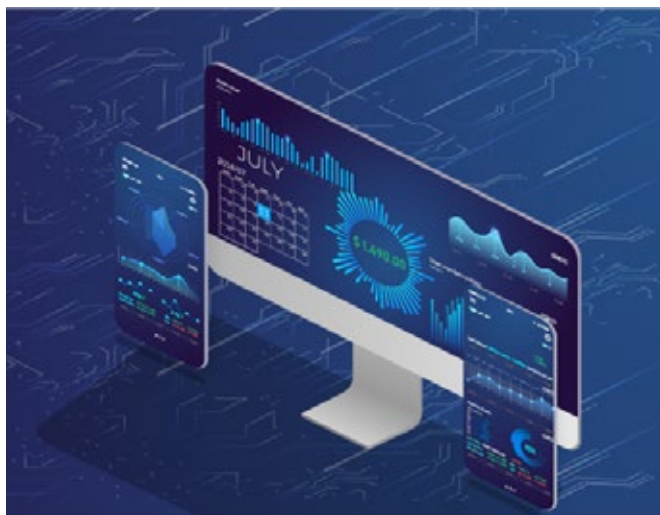
**We can help set up web analytics or other tracking
to determine the ROI of your advertising investment.**

Frequently Asked Questions

What does IP Targeting do?

Through a unique series of patented technologies, you can precisely target households online using banner ads, display ads and video. **Geo-targeting** uses groups of IP addresses to target an area. But **IP targeting** uses individual IP addresses to target specific households or locations. IP targeting reaches exact targets rather than blanketing an area.

Where will my ads appear?

We have access to place ads on over 1,000,000 websites that include 30-50 billion advertising impressions per day. Popular sites where your ads can appear include Fox News, MSN, CNN, Yahoo! and email portals.

Can I control who sees my ads?

Yes. This is one of the primary benefits of the IP Targeting platform. Your ads are targeted to specific households with laser-like accuracy.

What targets can I use for my advertising?

You can use an address list, zip code list, map location, or specific business locations (like a stadium or airport).

I have a customer list, membership, prospect list – can I use this?

Yes – the technology can be applied to any list of physical addresses. If you have purchased a list from a broker or other source – you need to check on any restrictions on the use of that data. We use client provided data and, as part of our advertising agreement, requires an acknowledgement that you have the rights to use any list you provide.

Do the online ads go to everyone on the list I give you?

We can deliver anywhere from 50% – 95% matches on the physical addresses you provide.

How many ads should I display per target?

It depends on your message, campaign length and other variables. Typically, we recommend between 20-40 impressions per ad campaign.

Does the system use cookies?

No. For IP Targeting, the IP addresses of specified households are already known, so there is no need to use cookies for primary targeting.

What sort of reporting can I get?

We provide reports that include impressions served, clicks, conversions and click-through rate (CTR).

How is IP Targeting different than PPC?

PPC or Pay Per Click advertising relies on a user searching for a specific keyword. Ads are placed on the search results page, with the hope that the consumer will click on the ad. You pay when the prospect clicks on the ad. IP Targeting delivers ads to a pre-determined audience. The user doesn't need to be searching for you to see your ads.

What size ads do I need?

Creatives should be within the following dimensions (below). We recommend that clients have at least one creative in each size to maximize available ad inventory. While we can run campaigns with fewer sizes, it will limit the inventory available and may result in the campaign taking longer to serve the ads you purchased.

> 300x250 - Medium Rectangle
>
> 728x90 - Leaderboard
>
> 320x100 - Mobile Banner
>
> 160x600 - Wide Skyscraper
>
> 300x50 - Mobile Leaderboard

Should I use this service for my entire advertising needs?

No, IP Targeting is a part of an integrated media plan. We simply replace a portion of your traditional media spend and make it more effective.

Can I make sure my ads do not appear on specific sites?

Yes, by default we will not serve ads on adult or "vice" sites. Additionally, sites with a history of low quality or fraudulent traffic are also eliminated.

What file formats are the ads created with?

All banner creative sizes need to be less than 40 KB. JPG, GIF, and PNG files are all supported. Flash files or auto-initiated ads are not supported.

Can you prepare the ads for me?

If you need them created, absolutely. For each campaign we will create a set of 5 ad creatives (1 per each recommended ad size).

How can I make my ad campaign more successful?

Comply with the ad standards discussed in this FAQ, have a compelling ad, then confirm your target list is current and includes only topical targets. Additionally, implement conversion tracking where possible – such as thank-you pages and email signup confirmation pages.

How should I measure success from my IP targeting campaign?

We encourage our clients to focus less on clicks and more on conversions. Additionally, our most compelling return on investment data comes from post-campaign match-back analysis. For example, comparing your customer target list to your list of actual sales is one of the most effective methods to determine the efficacy of an individual campaign.

Are there any setup fees?

No.

For more information on how IP Targeting can increase your direct mail engagement, visit DaleyPWS.com, or call us at 845-636-0009.