

HIT YOUR TARGET WITH IP TARGETING

Want a new way to target
and engage your customers?

Reach your exact online target and take your advertising to a whole new level with IP targeting. If you have an address list, we can deliver your digital message to those specific addresses

HOW DOES IP TARGETING WORK?

You provide us with a list of addresses. For example, the list could be past subscribers, a list you purchased or any list you maintain. In every case, the list should be who you want to reach or prospect as potential customers.

Next, we take your list, and match the physical address of a person on the list to their IP or computer address.

First Name	Last Name	Street Address	City	State	Zip Code	IP Address
Hannah	Binkley	987 4th St.	Gahanna	OH	43230	124.356.780.457
Tyler	Reis	242 Adams Ave.	Pittsburgh	PA	13456	986.764.542.320

Now when one of those prospective customers goes online, we deliver a targeted ad right to the site they are viewing.

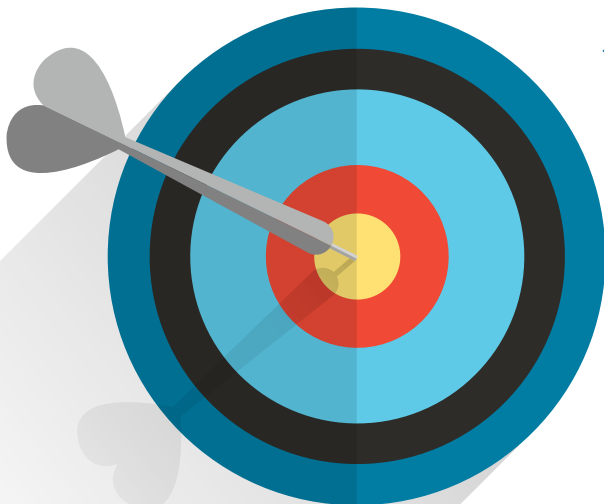


KEY BENEFITS FOR ADVERTISERS

- No cookies! IP addresses are stored on a server, so cookie deletion does not affect program.
- IP is the web entry point, so you can target both homes and businesses
- Reach your online target 100% of the time—no waste

PROGRAM DETAILS

- Minimum of 150,000 impressions per month are required
- Matching success rate of IP address to physical address is typically between 50% to 70%
- \$40 cpm



To find out how IP Targeting can
impact your digital marketing,
contact PartnersinDigital today!



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