



# IP TARGETING

## FREQUENTLY ASKED QUESTIONS

### What is IP Targeting?

IP Targeting uses a computer's IP address to deliver targeted ads to users on web sites.

### How does IP Targeting Work?

An advertiser provides us with a list of addresses i.e. past or current subscribers, a purchased list or any list that they maintain they want to target as potential customers. Next, we take the list and match the physical address of a person on the list to their IP or computer address. Now when one of those prospective customers goes online, we deliver a targeted ad right to the site they are viewing.

### Does IP Targeting Use Cookies?

IP Targeting does not employ the use of cookies. So, if a user deletes the cookies on their computer, it does not affect the campaign.

### Can I only target users at home?

No, an IP address can be for a home or business so users can be targeted when and where they are on the internet.

### How successful is the match rate between a physical and IP address?

The matching success rate is between 50–70% meaning that a physical address is matched to an IP address between 50 and 70% of the time.

### What are the benefits of IP Targeting?

IP Targeting allows you to target users at a household level.

The click-through rates for IP Targeting tend to deliver 2–3 times greater than an average display campaign.

List you use can be segmented to target according to demographics, interests or other attributes you have collected.



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