## digital **element** 6 How to maximise the mobile marketing opportunity Location is Elemental ™ Use IP data to establish connection type and Device Atlas to establish device type. **Device**Atla Website is accessed, can you establish if it is a mobile device Mobile connection connecting? Yes request location is shared. **GeoMprint** 33.749, -84.388 Returned just lat/long data. Reverse geo Yes Device provides latitude/longitude Country: UK code to provide more coordinates in raw number form. Region: Greater meaningful location Manchester data. GeoMprint returns useful City: Manchester geographic information. ZIP: M20 6AB **NetAcuity** 192,168,0,1 Opted in, to share share location? • Device gives its unique IP Post code, Granular geo targeting address to NetAcuity. Domain, ISP, still possible with No Connection type, IP geolocation, without GeoMprint returns useful Proxies & more need for opt in. geographic information.



We believe that c

We believe that data is most powerful when approached in layers.

GeoMprint
NetAcuity Pulse
NetAcuity Edge
NetAcuity Standard

## **NetAcuity**

IP address-based geographic data.
Accurate, and no opt-in is nessecary.
Our Standard, Edge and Pulse offerings provide various levels of coverage and granularity.

## **GeoMprint**

Making sense out of Mobile opt-in GPS data, converting latitude/longitude coordinates into useful marketing information.

## **DeviceAtlas**

DeviceAtlas gives you the ability to instantly identify exactly what type of device is visiting your website.





