



Digital Marketing Solutions by IPIFY

How do you personalize your customers' digital experiences?

If just a few people know about your digital business, being the best at what you do may not be enough to drive rapid growth. So how do you effectively get the word out while making sure that prospects and customers feel personally addressed?

With IPIFY, you can add IP data to support proven and tested digital marketing strategies, such as content localization and personalization, targeted email marketing, and geolocation-based advertising. You can also weed out low-value users by filtering traffic that relies on anonymizers or from specific locations, while ensuring compliance with location-specific marketing regulations.

What types of data are available?

Location: View the country, region, and time zone of a given IP address.

AS data: Access AS details, including the ASN, name, route, domain, and type.

ISP: Learn which ISP manages an IP address.

Connected domains: Get a list of domains that resolve to the same IP address.

Proxy: Find out if the traffic is protected by a VPN, a proxy server, or Tor.

Key Benefits

✓ Accuracy

We provide accurate data, whether you need country- or city-level IP geolocation information.

✓ Daily updates

We update our databases every day to keep up with the dynamism of IP data.

✓ Security

We care for your security so we use 256-bit SSL encryption on our servers to make sure your data remains safe.

✓ Ease of use

We provide a variety of code samples for major programming languages to simplify integration.

✓ Reliability

You don't need to worry about service disruptions. Our APIs have a 99.99% uptime.



How IP Geolocation Can Help with Digital Marketing

Content Localization and Targeting

Display content in your customers' local languages and use their currencies in product and service prices to smoothen their checkout experience.

Personalized Marketing

Send marketing emails based on your recipients' time zones and automatically adjust how your website is displayed, depending on their Internet connection type.

Geo-Targeted Advertising

Obtain better conversion rates by creating promotions, adjusting prices and discounts, and curating whole advertising campaigns based on customers' locations.

Marketing Compliance

Implement location-based permissions and opt-ins to ensure you comply with the regulatory requirements in your country or state as well as in the customers' areas.

Delivery Models

Here are the methods you can access our data. You can also test it on the [lookup page](#).

Model	Description
API	<ul style="list-style-type: none"> • Type 1: Country • Type 2: Country + City • Type 3: Country + City + VPN detection • VPN & Proxy Detection API
Data feeds	<ul style="list-style-type: none"> • IP Geolocation Data Feed • IP Proxy Data Feed

Ready for the Next Steps?

Start using IPIFY today.

[Test our data](#)

[Free signup](#)