Case Study | Digital Marketing Agency

Background

IP Targeting has developed a revolutionary digital targeting tool that focuses online advertising to households based on their Internet Protocol (IP) addresses. IP Targeting integrates off-line household information with IP data to produce extraordinarily effective targeting segments that contain only qualified prospects. IP Targeting's proven process delivers the most relevant online advertising to a client's true audience, growing lead conversions and revenue online and off.

Business Situation

In August 2013, IP Targeting invited a digital director for a Louisville, KY, media company to be among its first resellers. The director was impressed with IP Targeting's promise to dramatically reduce the waste associated with typical online advertising. "A traditional online advertising campaign would only hit 15% of the true audience," she said. "With IP Targeting's platform, you can take that data, scrub it, determine exactly who are trying to hit and then go after just that group."

The director relocated to Philadelphia in March 2014 and established her own full-service digital agency, offering IP Targeting as one of her new company's core services. Her clients include universities, auto dealers, political campaigns and credit unions.

Measureable Client Results

For a private university in Indiana, the director was able to track individuals who signed up for more information, scheduled a tour of the campus and completed enrollment applications each month. As students traveled down the sales funnel, she used IP data to target specific messages and generate more conversions. The university saw well over 100+ conversions per month.

For a national chain of ski resorts, the director mined and targeted homes within the season ticket databases at each of the seven resorts before a single snowflake hit the ground. Messages encouraged this segmented audience to pre-purchase passes through Black Friday and season ticket promotions. All seven resorts saw a huge increase in revenue from that targeted messaging. One of them doubled sales from the same time period the year before.

The university saw over 100+ conversation per month

Doubled the sales from the previous year