IP REAL-TIME

TARGET VENUES, NOT HOUSEHOLDS

HOW IT WORKS:

Generate a digital clientele with our IP targeting technology. IP Real-Time starts by advertisers selecting locations where target populations gather, places like: college campuses, hotels, museums, trade shows, conventions, airports and military bases. Then we map the IP addresses of these locations and serve targeted digital ads on websites prospects visit while at the chosen venue. We do this by analyzing billions of pieces of data (transit, transactional, and offline data) through our IP algorithm, which determines the IP addresses.

THE AMG ADVANTAGE:

IP Real-Time works because we have heuristic information on the prospects based on their location. The applications for creating a digital audience are endless, and advertisers have developed new ways to use it for a broad range of audiences and industries.

EXAMPLES:

The use-cases for an IP Real-Time campaign are truly limitless. Whether you're advertising at competitor's business, a business to get their attention, trade shows at convention centers, or events catered to students on a college campus, IP Real-Time makes it easy to serve to that specific business IP address and create the desired digital list.

1.
Identify your target location (convention, hotel, university, etc.)

2.
Polygon location to get the IP addresses in use at the location

3.
Set up your campaign with creatives and launch!

MAIL | PRINT | INFLUENCE | LISTS | EMAIL | DIGITAL ADS | INCENTIVES | PROMOTIONS

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