IP targeting delivers ads to a user's device based on their present Internet Protocol (IP) address. The IP address will change as they access the internet from different networks. For instance, your IP address at home will be different than at work or at the coffee shop down the street, even if you're using the same laptop or mobile device.

**KEY FEATURES/BENEFITS**

Create B2B opportunities by combining job title, buying function, etc., with IP targeting to reach specific roles within an entire office building, corporate campus, etc.

Tailor your message to a granular audience and reach only those prospects who are likely to be receptive.

This technology is device agnostic allowing you to reach qualified audiences in their home or office.

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The client provides a CRM list or a specific audience they wish to target.

Based off the physical home address given, we match it with any IP addresses detectable in the home.

The client's ad can run on those devices detected through IP addressing.