



Pinpoint the Geographic Location of an IP Address

Identify a visitor's geographical location with lookup technology that determines the physical location of an IP address. Melissa Data's IP Locator is a Web Service that is ideal for e-commerce, website tracking, and end-user segmentation.

>> GET A FREE TRIAL: www.MelissaData.com/ip

IP Locator

State-of-the-Art IP Address Lookup Technology

How much do you know about the geographic location of people who visit your website each day? To increase your e-commerce conversions and capture more Web leads, you need to understand where your customers are located. IP address location data helps your sales and marketing leaders create targeted campaigns and initiatives based on customers' regional dispersions.

Melissa Data's IP Locator uses 20 different techniques to determine the physical location of an IP address. This comprehensive IP data makes it ideal for making the most of your current Web traffic.

To request a free trial of IP Locator, please go to www.MelissaData.com/ip

Sample IP Input	Sample IP Output
216.231.3.166	Latitude: 33.6512 Longitude: -117.5940 PostalCode: 92688 State or Region: California ISP Name: Cox Communications Inc. Domain Name: melissadata.com City: Rancho Santa Margarita Country Name: United States Country Abbreviation: US Connection Speed: broadband Connection Type: wired UTC: -08:00 Continent: North America Result: IS01

Cloud Service - Supports multiple protocols, including JSON and REST.

What is an IP Address?

An IP (Internet Protocol) Address is a unique set of numbers (for example, 182.778.0.2) assigned to each computer. Like the unique street address assigned to a physical residence or business, the IP address distinguishes one networked computer from another. Melissa Data analyzes the IP Addresses of your Web visitors and appends valuable geographical information to each address.

Benefits & Features:

- Profile Web traffic by geographical location
- Redirect users to specific language/country pages
- Improve business intelligence
- Returns lat/long data, Zip Code™, region, and more
- Updated weekly
- Display regionally-specific products to visitors

Melissa Data Corp.
22382 Avenida Empresa
RSM, CA 92688-2112

1-800-MELISSA
www.MelissaData.com

Find us on:

Twitter: @melissadata

Facebook.com/melissadata

linkedin.com/company/melissa-data