melissa

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 under-stand 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'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.melissa.com/ip-location**

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

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 analyzes the IP Addresses of your Web visitors and appends valuable geographical information to each address.

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.