



http://www

## 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 solution is available as a programming API or Web Service and is ideal for e-commerce, website tracking, and end-user segmentation.

>> GET A FREE TRIAL: [www.MelissaData.com/ip-in](http://www.MelissaData.com/ip-in)

## 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-in](http://www.MelissaData.com/ip-in)

Sample IP Input	Sample IP Output
2.16.4.12	<b>Lat:</b> 51.515 <b>Long:</b> 0.083 <b>Region:</b> NULL <b>ISP Name:</b> Akamai International B.V. <b>Domain Name:</b> akamaitechnologies.com <b>City Name:</b> London <b>Country:</b> United Kingdom

**Multiplatform programming API** - Library available for Windows 2008/7/Vista/8; Linux; Solaris; SPARC platform; AIX: Power, RS/6000, PPC; HP/UX: PA-RISC; and Itanium.

**Web Service** - Supports multiple protocols, including: JSON, SOAP, XML, 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.

### 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
- Free Technical Support
- Display regionally-specific products to visitors

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