Tangible and accurate ROI.

Through matchback analysis we are able to cross-reference the target list with sales records - without the use of UTM codes, conversion pixels, re-targeting or call tracking.

TOP INDUSTRIES USING IP TARGETING:

Political, Technology, Education, Government, Banking, Healthcare, Automotive/Marine, Media & Broadcasting, Home Services, Consumer Products, Digital Marketers, Public Traded, Retailers, Non-Profit, Ad Agencies

50% Matched Records

50,000 Total Matched Targets

To conduct a matchback analysis, clients provide a list of sales that occurred during the campaign period, we then match it against the target list and provide a list of sales that were a direct result of our IP Targeting campaign.