

Local PagePop is your location-based marketing expert.

Our technology provides a turn-key solution for local advertisers to target audiences of all sizes and in any area. We offer advertisers the leading location technology, premium inventory and RTB supply.

IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.



HOW IP TARGETING WORKS

Match physical addresses to IP addresses with a **95%+ accuracy rate**

Target specific individuals, groups and locations via digital banner and display advertising

- Airports
- CEOs
- Hotels
- Concerts
- Military Bases
- Political Affiliation
- Tradeshows
- Campuses

We can do this by taking a physical mailing address and matching it to an individual household, hotel, convention center, or public office building IP address. From there we deliver a variety of banner and display ads to the sites the targeted customer visits on the Internet. **No cookies used. No cluster data. No district designations.**

IP Targeting Examples: Advertising concerts or events to students on a college campus, or targeting Starbucks Wi-Fi cafes and offering customers "in-store" discounts on a bag of coffee beans.