

## “WE CAN REACH A MORE SPECIFIC AUDIENCE BASED ON LOCATION.”



### ADFONIC IS ABLE TO:

- Precisely geo-target local mobile advertising
- Better support campaigns reaching 100M+ mobile users
- Improve advertisers' display campaigns and publishers' ROI

“Geo-targeting is a really hot topic in UK mobile advertising,” says Nicola Reed, Director of Marketing for Adfonic. The London-based company manages a mobile advertising marketplace. With 10,000+ publisher sites and apps, it lets advertisers drive stronger display campaigns, while enabling publishers and developers to maximize earnings.

### THEIR CHALLENGE: “REMAIN COMPETITIVE IN MEETING DEMAND FOR GEO-LOCAL AD CAMPAIGNS.”

According to Nicola, as mobile usage continues to surge there's a huge opportunity for mobile advertisers to geo-target audiences—if they can do it precisely and at scale. Adfonic had evolved its platform to support geo-targeted buys at the city and regional level in the US, UK and Canada.

The next step was to find the right geo-data partner. After blind-testing several services, Adfonic chose Neustar IP Intelligence, which offered the accurate data needed to precisely locate users. The “easy to understand” integration took two to three weeks,” says Wesley Biggs, Adfonic's CTO.

Based on advertisers' targeting specifications, Adfonic uses Neustar data to determine which portions of publisher traffic match up with targeted regions. Every mobile campaign is now targeted to a country level (one country, multiple countries or all countries). Advertisers can also enable city level and/or regional level targeting (in the US, UK and Canada).

### “NEUSTAR IP INTELLIGENCE IS A VERY STABLE AND SCALABLE SOLUTION.”

“From a technology point of view, Neustar IP Intelligence is a very stable and scalable solution for us,” says Wesley. These are crucial qualities: Adfonic supports campaigns that collectively reach 100M+ unique mobile users, handling 20B monthly ad requests. “It enables us to have confidence in the geolocation feature we're providing to our advertisers and provide what I think is a fairly unique proposition globally.”

For example, Neustar data ensures that gaming and gambling ad campaigns appear only in jurisdictions allowing them. Geo-local targeting also enables Adfonic to target campaigns in cities where clients have a retail presence, an auto dealer, for instance. Adds Nicola, "Such targeting provides a really good way to avoid waste in a campaign and reach a much more specific audience based on location.

"As adoption of smartphones reaches critical mass, with more people spending more time on mobile devices, they'll increasingly influence the way we consume media and interact with advertisers. In this regard, Neustar will enable Adfonic to remain competitive in meeting the growing advertiser demand for geo-local targeted campaigns."

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### About Neustar

**Neustar, Inc., (NYSE: NSR)** is a trusted, neutral provider of real-time information and analysis to the Internet, telecommunications, information services, financial services, retail, media and advertising sectors. Neustar applies its advanced, secure technologies in location, identification, and evaluation to help its customers promote and protect their businesses. More information is available at [www.neustar.biz](http://www.neustar.biz).

21575 Ridgetop Circle, Sterling, VA 20166 / +1 571 434 5400 / [www.neustar.biz](http://www.neustar.biz)  
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