



“A big area of Visto’s focus is verifying that what you’re trying to accomplish with an ad campaign actually occurred as planned. Answering these questions quantitatively is why we are using UltraGeoPoint data from Neustar.”

– Jaisimha Muthegere,
Chief Technology Officer
at Visto

Visto Verifies Targeted Ad Delivery with IP Geolocation Data from Neustar

The Challenge

Visto sits at the center of the programmatic advertising ecosystem, described as a murky realm where the old adage was half the money spent is wasted – but you didn’t know which half. With digital advertising, the uncertainty shrinks as fine-tuned messages are guaranteed to show only to precise audiences and markets. Digital ads flow through many channels, but they share an Achilles heel: complexity of the system makes it harder to verify that ads were displayed as promised. In other words, “Did I get my money’s worth?”

Providing this verification and trust for buyers and sellers of ads and publishers of digital media is a major objective for Visto.

The Visto™ Enterprise Advertising Hub is a central command console for automated selling and buying of digital ads in multiple programmatic media channels. Users can see performance of everything in one place and optimize campaign execution on demand. Reporting and analytics provide verification, and Neustar UltraGeoPoint data helps fuel precise accuracy of those results.

“We knew our solution needed third-party verified IP geolocation data when platform design began three years ago,” says Jaisimha Muthegere, Chief Technology Officer at Visto. “Accurate geolocation data such as city, state/province/region, zip code, country or designated market area are critical elements for verifying campaign performance.”

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PHONE

France: 0800-909-776

Germany: 0800-182-8063

UAE: 800-0357-03762

UK: +44-(0)-1784-448-444

US: +1-855-898-0036

Australia: +61-3-9866-3710

EMAIL

APAC: APACSec@team.neustar

EMEA: Euroinfo@team.neustar

North America/other:

NASec@team.neustar

The Neustar Solution

Visto's requirements entailed three major factors. First and foremost: geodata accuracy and its refresh rate to keep accuracy as high as possible. Second, ease of programmatically leveraging the data. Third, "We were also concerned about how seamless it would be to make refreshed geodata show results in our solution without degradation of performance," says Muthegere.

Performance is critical to programmatic ad buying because of the short transaction cycle. When a user who is targeted for a marketing campaign visits a related website, the entire process of bidding for the ad space, winning the auction and showing the ad to the user is just 40 to 70 milliseconds.

"No human can do these tasks this quickly," Muthegere says. "It all happens with automation, and accurate, timely geolocation data is the foundation of verifying campaign performance."

Muthegere says the team then did extensive testing including writing automation code to pool IP addresses and map geolocation data to test with Neustar UltraGeoPoint, leading to the selection of Neustar as the first partner to inform location reporting and analytics within the Visto platform.

"Neustar IP geolocation data has been an integral part of Visto's solution from the day we went live more than a year ago," says Muthegere.

The Outcome

Since Visto deployed its solution, Neustar UltraGeoPoint data continues to be a critical component of Visto's reporting dashboard providing location-based data to clients. Muthegere says Neustar UltraGeoPoint has fulfilled Visto's product objectives for geodata. "Neustar has been a really good partner to work with and allows us to deliver necessary location reporting to our clients," says Muthegere. "The Neustar support team has always been there for us."

Long term, leveraging more data like Neustar's IP geolocation data is strategically important for Visto's solution due to ad growth in the mobile channel. eMarketer predicts that by 2022, the US mobile location-targeted ad spend will grow to more than \$38 billion. Visto addresses the primary advertiser concerns: accuracy of location data and lack of understanding of how to use it to deliver relevant content. Visto is currently using Neustar to obtain IP geolocation data for an average of 645 million ad requests per month. Neustar provided IP geolocation data on more than 8.2 billion ad requests in 2017. "IP geolocation data is especially vital to our locally focused clients and something they could not do without," says Muthegere.