# IP Geolocation API: Intensifying 4 Location-Based Marketing Tactics

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At a time when the world has become a vast global village thanks to technology, marketers are going in a different direction – local instead of global as they found **location-based marketing** effective in generating more business and converting buyer impulses into sales. A study revealed that 84% of organizations saw an increase in their location data-based marketing campaigns' effectiveness.

The key to achieving the benefits of **location-based marketing** is accurate, high-quality location data, which IP Geolocation API can provide. The location data that the API returns include a particular IP address's country code, region, city, postal code, latitude and longitude, Internet service provider (ISP), Autonomous System Number (ASN) type, time zone, and other associated domain names if any.

Given its rich location data, IP Geolocation API has several use cases ranging from threat protection and fraud detection to trend analysis, demographic targeting, and marketing. In this post, we focused on how the API can intensify location-based or **geolocation marketing**.

# 4 Marketing Tactics Made More Effective with Location Data

**PPC Geotargeting**

Pay-per-click (PPC) advertising is a form of digital marketing where advertisers set an ad budget and only pay the site owner when someone clicks on their ads. PPC advertising is powerful as it brings businesses on the first search results page. A significant disadvantage of this tactic, however, is that advertisers run the risk of wasting money because the majority of clicks don't always lead to conversion.

One way to make the most of PPC campaigns is through geotargeting. When users target a specific physical location, there is a higher possibility for clicks to turn into sales. A PPC campaign of, for example, a financial technology provider would, therefore, be more cost-effective if it targets

people who are within a few miles around the city's financial district, as opposed to targeting the entire city where it operates.

Adwords's geolocation settings, for instance, allow users to display ads only to people in selected locations as identified by their IP address. Users can also target a specific radius with their business address as the center. These are powerful geotargeting features that only become effective if the location data used is accurate.

In the financial technology company example, IP Geolocation API can give marketers insights into where potential clients are physically located. They can answer questions like "Would CIOs or CTOs from financial institutions be interested in visiting their website given they are nearby?" and "Where do most of their site visitors operate?" This data helps identify the exact location or radius that the company should target for a PPC campaign.

## Content Personalization

There are several ways for marketers to personalize or customize content. They can look at the site visitor's past behaviors, such as the ads they clicked on and search terms they used. Content personalization can also be attained by identifying the audience's location.

By integrating IP Geolocation API into a website or platform, users can create different content depending on each visitor's location. Marketers can convey messages by using a particular region's expressions, for instance, making their content more relevant and relatable.

## Local SEO Efforts

When users personalize content based on location data from IP Geolocation API, they are already one step ahead in local search engine optimization (SEO). Local SEO enables potential customers to see one's business exactly when they are looking for the products or services it offers.

**Geotargeted Mobile Marketing**

Close to half of the world's population use mobile devices. It comes as no surprise then that the majority of marketing campaigns target mobile users. An impressive 78% of local mobile searches result in offline purchases. It is therefore not enough for businesses to optimize their websites and campaigns for mobile viewing; they also need to use geolocation technologies.

Users of IP Geolocation API can tap into the lucrativeness of geotargeted mobile marketing. They would know their audiences better based on where they are located, allowing them to develop campaigns that specially cater to customer needs.

# How IP Geolocation API Ensures Location Data Accuracy and Reliability

While it's true that location data makes marketing campaigns more effective, location data is also only as good as its accuracy. It's crucial to make sure that the data used is accurate and up-to-date; otherwise, marketers will be wasting valuable time, effort, and money.

IP Geolocation API provides accurate and reliable location data. Unlike certain providers whose only source of data are ISPs, our tool gets location data from various sources that include:

- Aggregated Domain WHOIS data

- Regional Internet registries and the Internet Corporation for Assigned Names and Numbers (ICANN)

- Border Gateway Protocol (BGP) feeds from large ISPs

- Latency information gleaned from analyzing how long it takes for a packet from a physical

location to reach its destination IP address

IP Geolocation API can boost geolocation marketing tactics by providing accurate and reliable location data. Some of the marketing strategies that it can enhance are content personalization, PPC advertising, local SEO efforts, and mobile marketing.

More and more businesses use **location-based marketing** strategies, and quite rightly so. Location data makes marketing campaigns more targeted, relatable, and personalized, thereby attracting more customers and increasing revenues in the long run.