

Quova Subscription Data Services

Online businesses of all sizes use Quova's IP geolocation data to geotarget their advertising and Web content, detect identify theft and card-not-present fraud, manage digital content distribution, comply with local laws and more.

The Quova On-Demand Web service enables online businesses to quickly integrate Quova's IP geolocation data directly into a Web application and easily create geolocation-based business rules which can dictate automatic actions.

Features

- Most Web developers can set up access in less than 15 minutes.
- Automatic updates to the Quova data.
- Sample code provided for easy customization.

Quova Data - Coverage and Accuracy Audited by Pricewaterhouse Coopers

Quova tracks and maps nearly 2 billion routable and addressable IP addresses. For each IP address Quova can deliver up to 30 valuable data attributes, including continent, country, state, city, postal/zip code, latitude/longitude, phone prefix/area code, time zone, and DMA (Nielsen Designated Market Areas) codes.

But sometimes geographic information alone is not enough to accurately determine if the user is where he says he is, so Quova also offers network characteristic data attributes, including the network connection type (DSL, cable, etc.) the connection speed, the routing type (i.e. proxy, mobile gateway) and a flag to identify AOL users. Information about the ownership of each IP address, including the Autonomous System Number (ASN), carrier name, top-level domain, second level domain is also available.

And finally, Quova assigns a Confidence Factor for the three key geographic fields—country, state and city.

Quova is the only IP geolocation vendor to annually have their coverage and data collection methodology audited by an outside vendor. In 2008 Pricewaterhouse Coopers attested to Quova accuracy rates of 99.9% country-level and 97.2% U.S. state-level.

How to Deploy Quova Data

Quova's GeoPoint database is the central repository for our geographic and network connection data.

To integrate this information into your Web application or other system, Quova offers several deployment choices. Choosing which approach is best for your application is easy. Quova On-Demand Web service will meet the needs of all but the most demanding, high performance applications, which are well served by an on-site GeoDirectory Server based deployment.

Quova On-Demand Web Service

The Quova On-Demand Web service enables online businesses to easily integrate SOAP-based Quova IP geolocation data directly into their Web applications. With this Web service, you can quickly write geolocation-based business rules. Businesses with minimal IT resources can obtain the Quova data without making the initial investment required for an in-house deployment — no downloading, no installation, and no maintenance required. Quova On-Demand Web service is an affordable solution for companies with tight budgets or those wishing to "test" geolocation, as customers subscribe on a monthly or annual basis and pay only for the data queries used. If you're new to Web services, Quova's team can help you get started using your company's preferred tools and environment.

DATASHEET

GeoDirectory Server

For the most demanding applications, for example those with a large volume of daily or peak period Web transactions, the GeoDirectory Server is the answer. This scalable solution offers high performance, and can handle thousands of queries per second. Deployed within your data center, the GeoDirectory Server in-memory database can be accessed through a variety of client/server (persistent connection) APIs, including Java, C/C++, native .NET and Perl. We'll help you pick a configuration that will handle all of your IP geolocation needs, while keeping your Web sites responsive.

Both the GeoDirectory Server and Quova On-Demand Web service automatically

keep the Quova data up-to-date at all times. Once you've set up your application, the latest Quova data will always be available.

Data Editions

Quova offers three standard Data Editions: Bronze, Silver and Gold. All three editions, starting with the Bronze Edition offer full geographic information about your Web visitor's IP address location, plus an indicator (called the IP routing type) of the user's geographical proximity to that IP address location. This gives you the ability to gauge not only where the IP address is located, but where the user is located. For the most localized targeting of content, you can use the IP routing type as an

additional way to filter traffic that may be coming from locations outside your target area.

The Silver Edition includes everything from the Bronze Edition, plus information about the visitor's ISP (carrier) and domain (top- and second-level domains). This additional information can help round out the online profile of your Web visitor. For repeat visitors, this information can be used to help confirm a user's identity and usage patterns.

The Gold Edition includes all the previously mentioned data, plus Quova's GeoAnonymizer data — which tracks the use of individual anonymizing proxies around the world. Identifying users who are connecting via these types of proxies can help your business identify more potentially fraudulent transactions, as well as click fraud. Identifying anonymizer use is crucial in both regulatory and contractual compliance applications.

Pricing

Customers can subscribe to the Quova IP geolocation on a monthly or annual basis and pay only for the data used. Subscriptions are priced on a pay-per-query model, you will only be charged when a query is made to the Quova GeoPoint database. For users with high Web traffic, Quova offers tiered query plans and licenses.

Technical Support

Quova On-Demand customers receive free technical support. Quova also provides sample code, and offers best practices advice on the type of business rules to write in order to most effectively interpret the geolocation data.

Application/Use	Edition		
	Bronze	Silver	Gold
Localized Web Content	√		
Store Locator	√		
Localized Promotions	√		
Web Analytics	√		
Regional Promotions	√		
Localized Weather, Retail and Event Listings	√		
Automatic Product Configuration	√		
Localized Advertising	√		
Currency Conversions	√		
Traffic re-directs	√		
Content Serving Localization/Caching	√		
Digital Rights Management		√	√
Track email Sources		√	√
Identify User Traffic from specific ISPs, companies		√	√
Register new customers (for secure transactions)			√
Detect Fraudulent Transactions			√
Click Fraud Detection			√
Regulatory/Contractual Compliance			√
User Authentication			√



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