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## How an International Airline Saw 200% Lift in Conversions after Implementing IP Geolocation

### Introduction

In 2009, Quova's customer was one of the largest commercial airlines in the world serving approximately 67 million people annually with more than 2,800 daily departures to both U.S. cities and 56 different countries.

### The Situation

With the airline's international customer base growing rapidly and its domestic flights in key metro areas continuing to prosper, the marketing team launched an initiative to improve the performance of its 56 international web properties. In addition, the company wanted to begin promoting regional offers in specific U.S. metro areas.

Prior to implementing geolocation, each visitor to the airline's website, regardless of where they were logging in from, was taken to a landing page dictated by the language setting of the web browser. Although, at the time, this technique was advanced in relation to how most global companies today handle international web site traffic, many visitors who failed to localize default browser settings were redirected to the wrong site. Visitors would then have to choose their country from the lengthy list of 56 countries and navigate to the correct site. Besides the



high page abandonment rate this procedure caused, it also added additional steps to the sales cycle.

The airline's marketing team realized that improving the match between customers and countries would enable them to better serve new users, enhance the overall web experience for existing customers and, hopefully, improve overall sales conversion rates. After much research, they opted to integrate IP geolocation data into their web applications to enable more accurate automatic re-directs at the country level.

## The Challenge

Besides identifying the country of a visitor, the airline's marketing team also wanted to be able to segment their web traffic down to a granular metro level. These identifications needed to be made the instant a visitor hit their web server. However, the team was concerned that serving multiple versions of pages might disrupt service or even slow down their Web performance.

## The Solution

The airline tested data from several geolocation service providers and based their vendor selection on four criteria: the granularity of the data, the data's accuracy, the frequency of data updates and the ease of integration. Quova scored the highest on all four accounts.

Quova was able to provide IP address location data down to a metro area (25 to 50 miles) and was the only geolocation provider to submit its network collection and accuracy methodology to an independent audit firm – PricewaterhouseCoopers. Their audit attested that Quova's data was 99.99% accurate at a country level. In addition, Quova updated its database of



information on more than 1.8 billion IP addresses on a weekly basis, seeing a change rate of nearly 7% a month. The airline knew that vendors who provided only monthly or even less frequent updates would have stale data and cause them to perhaps make the wrong re-direct.

Implementing Quova's data was a simple process of setting up an API from Quova's GeoPoint database to query the airline's web server, returning real-time information on the country and city of each IP address. For the airline, creating the inventory of localized content to support the geolocation capability took much longer.

## **The Result**

When a query to Quova's GeoPoint database was made by a visitor to the airline's website, the location of that IP address was returned instantly. Based on the answer, the visitor was automatically re-directed to the geographically relevant web page. The airline's web site was localized for 56 countries and territories, and was offered in six languages. With this capability, the airline began to see a significant increase in conversions leading to ticket sales from its international properties. Even a slight increase in conversions represented a major increase in revenue for the company.

The airline also began deploying geotargeted homepage banner ads with geographic offers in three metro areas in the United States – Cleveland, Houston and New York. Based on location, a visitor saw either a generic landing page for the U.S. or a page with a localized promotional message. In just six months, the company saw a 200 percent increase in click-throughs of its localized banner ads. As a result, the company planned to roll out geographic offers to several additional cities and also initiated geotargeted e-mail campaigns, with links leading readers to landing pages with geographically relevant offers.



## About Quova

Quova provides a wide range of customers with high-quality, IP geolocation data. This data allows companies, large and small, to use detailed demographic and network characteristics to prevent fraud in online commerce; regulate online content (DRM) to stay compliant; and enables marketers to localize content and analyze traffic. Quova is the only full-service IP intelligence provider with a team of analysts, customer technicians and developer advocates who add human IP to network IP to offer consultative services along with its data files. Quova is a Neustar service, based in Mountain View, California. [www.quova.com](http://www.quova.com)

