

# 24/7 Real Media Takes Ad Serving to an Unsurpassed Level With Neustar



## Introduction: The Business

24/7 Real Media, Inc., is the global leader in providing innovative digital marketing, powered by the industry's most advanced technology, to online agencies and publishers. 24/7 Real Media enables ad delivery across multiple mediums, including the Web, wireless, and interactive television. Using its award winning ad serving, targeting, tracking and analytics platform, Open AdStream, powerful search marketing technology and global network of Web sites, the company has turned the art of reaching audiences across virtually any digital medium into a measurable science.

## The Situation

IP geolocation is one of many critical elements in 24/7 Real Media's business model. Geotargeting is built into the functionality of the Open AdStream ad management platform for publishers. The company also uses geotargeting to package media across its own network of Web sites, and allows advertiser and agency clients to create custom geotargeting segments – packaging advertising for users in a specific geographic location, from an entire country down to a particular zip code – also powered by Open AdStream. All of these applications require highly accurate geolocation data.

## The Challenge

24/7 Real Media was already providing geotargeted advertising to its customers using another geolocation vendor's data, but was unconvinced of the accuracy and quality of the data provided. In the interest of maximizing the accuracy of its data while preserving the privacy of its users, 24/7 Real Media returned to the market in search of a new provider.

## The Solution

After an extensive vendor analysis and data testing process, 24/7 Real Media selected Neustar. Neustar's IP geolocation data provides the geographic location of any Web visitor in real time – down to the metro-area level, if required – while protecting the privacy of the individual user. 24/7 Real Media partnered with Neustar to integrate Neustar's data directly into its Open AdStream ad servers.

“Based on Neustar's data, our customers and their advertisers are able to geotarget their ads with a power and precision they've never been able to achieve before. Bringing IP geolocation functionality to the Open AdStream product has enabled us to help Web publishers more effectively monetize their sites by delivering narrowly targeted advertising messages for their marketing customers. The enthusiastic reception to this offering has fully validated our decision to work with Neustar.”

—Nicolle Pangis  
Vice President,  
Global Media & Technology  
24/7 Real Media

### The Result

Neustar's IP geolocation data has enabled 24/7 Real Media to provide its customers with unsurpassed data quality, giving them a precise targeting tool that helps their advertisers reach their marketing and advertising goals. Customer feedback has been very positive and 24/7 Real Media has been delighted with the quality of Neustar's data and its commitment to user privacy.

### The Future

With geotargeting now an industry standard in the ad-serving market, quality of data and flexibility of delivery are now the differentiators among providers. For 24/7 Real Media, Neustar has emerged as the geolocation provider of choice. 24/7 Real Media plans to expand its ad serving solutions to enable the packaging of media in new and better ways, and Neustar is a vital element in that strategy.

### The Bottom Line

"Based on Neustar's data, our customers and their advertisers are able to geo-target their ads with a power and precision they've never been able to achieve before. Bringing the IP geolocation functionality to the Open AdStream product has enabled us to help Web publishers more effectively monetize their sites by delivering narrowly targeted advertising messages for their marketing customers. The enthusiastic reception to this offering has fully validated our decision to work with Neustar." — Nicolle Pangis, Vice President, Global Media & Technology, 24/7 Real Media

### About 24/7 Real Media, Inc

24/7 Real Media, Inc. a WPP company is the leading global digital marketing company, empowering advertisers and publishers to engage their target audiences with greater precision, transparency and ROI. Using its award winning ad serving, targeting, tracking and analytics platform, powerful search marketing technology and global network of specialized Web sites, the company has turned the art of reaching audiences across virtually any digital medium into a measurable science. The company is headquartered in New York, with 18 offices in 12 countries throughout North America, Europe and the Asia Pacific region. For more information, please visit [www.247realmedia.com](http://www.247realmedia.com).

### About Neustar IP Intelligence

Neustar enables online businesses to instantly identify where a visitor to their Web site is geographically located. Online companies including broadcasters, e-retailers, ad networks, banks, and government agencies integrate Neustar's IP geolocation data into their Web applications to geotarget their advertising and content, detect card-not-present fraud, manage distribution of digital content, comply with local laws, and more. Neustar delivers detailed demographic and network characteristic data about an IP address and the data is 99.9% accurate at the country level and up to 98.2% accurate at the US state level (attested to by Pricewaterhouse Coopers).

[www.neustar.biz/ipintel](http://www.neustar.biz/ipintel)