



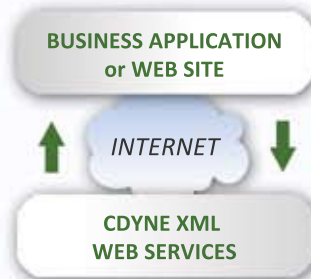
Success as a Service

Features and Benefits

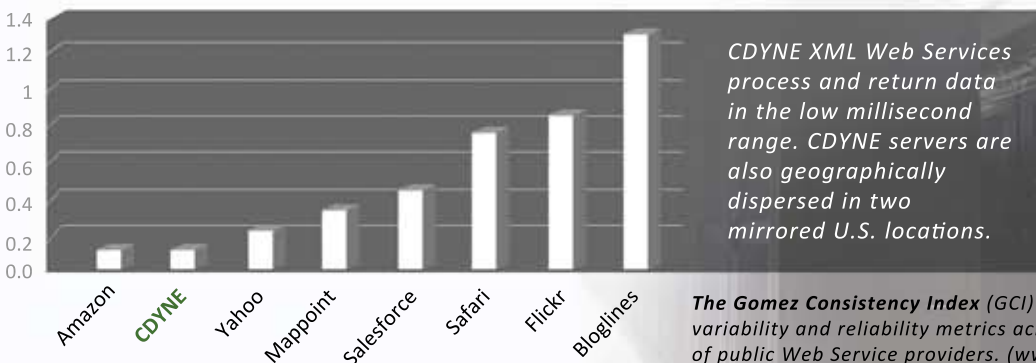
CDYNE IP2Geo is a Web-based service designed to pinpoint the IP address of customers who visit a business's Web site and/or fill out an online form. IP2Geo can check the validity of clients based on IP address when compared with their carrier and address locations. It can also deliver targeted content to Web site visitors based on geographical area.

IP2Geo resolves IP addresses to Network Owner Name, City, State/Province, and Country. In most U.S. cities, it will also provide information such as Area Code and Latitude/Longitude. Integrate location and distance information and other geographic intelligence into your application databases, business processes and Web sites.

IP2Geo provides you with the means to create geographically customized menus. Your targeted visitors will be impressed when they see specific information on their locations. The real-time information returned can even be used to trigger special "preferred location" promotions.



SPEED / RELIABILITY



The Gomez Consistency Index (GCI) for Web Services provides variability and reliability metrics across a representative collection of public Web Service providers. (www.gomez.com)



Cater Web site content to individual users.

Make your Web site stand out. Tailor your content to your customers as they visit the site. You can use CDYNE IP2Geo to return location information on a visitor's computer address and generate a page with advertisements or information specific to each visitor. Make customers feel more at home on your site by displaying facts about where they live and work.

You can also use IP2Geo to accumulate geographic information on your Web site visitors and develop products and services specific to their areas.

Classify fraudsters by their IP addresses.

By implementing CDYNE IP2Geo to check the validity of Internet transactions at point of entry, you can minimize exposure to fraud. This product is a must for e-commerce companies or others who collect customer information online.

Who uses CDYNE IP2Geo?


- E-commerce and other customer-oriented Web sites, collection agencies and financial institutions to identify fraud
- Marketers, retailers, service providers, and Web and product developers to tailor their offering to customers
- Sales organizations or departments to validate leads and save valuable time

IP2Geo is part of CDYNE's suite of fraud detection products. Try Email Verification, Postal Address Verification, Phone Verification, and Death Index to make sure all of your contact information is valid. Or add Demographics and increase your targeted marketing efforts.

What will IP2Geo do?

Information returned per computer IP address:

- Country
- Latitude and Longitude
- Area Code
- Location Accuracy



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