



Online Advertising – Mobile Users Case Study

Nanjee Inc.'s mission is to be the recognized leader of IP geolocation technology by broadly implementing its pioneering real-time, hyper local consumer-independent IP geolocation technology on a global basis.

History

Nanjee Inc. is an internet based company founded in 2011 with offices in Chicago and London. The firm has developed a hyper local consumer-independent IP geolocation technology that is 50 times more accurate than any competitive approach; the technology includes a unique real time IP geolocation feature. It is served through cloud based, low-cost, scalable API and File processing web services. The technology applications are unlimited.

Online Advertising – Mobile Users

In the USA there are more than 330 million mobile phone users of which nearly 60% are smart phones (Google - Our Mobile Planet). Consequently, the world of media campaigns is changing at an accelerating rate as advertisers, retailers and publishers are battling for the most cost effective method to reach these potential buyers.

Due to personal privacy, service provider data charges and battery-life issues many mobile device users do not fully opt-in to GPS tracking applications. This limits the ability of location based marketers to deliver targeted advertisements and promotions. Nanjee's technology helps overcome this obstacle by allowing these marketers to target mobile users by location as they increasingly use third source Wi-Fi connections which have grown 700% in the USA from 2013 to 2014. Currently 80-90% of the mobile data consumption is going through WIFI.



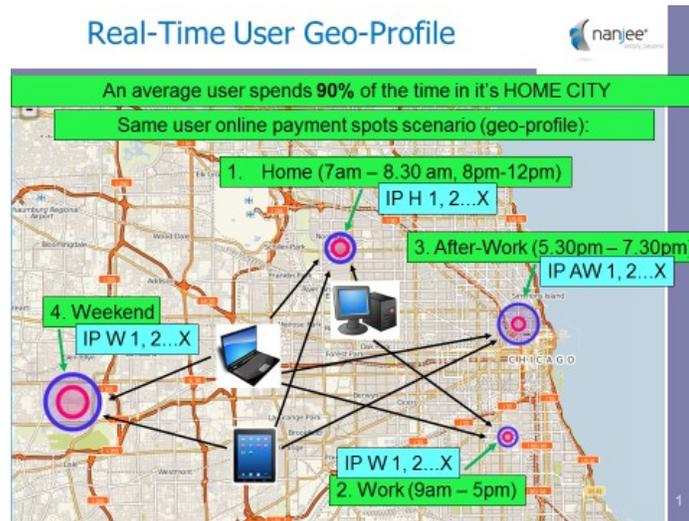
WiFi Hotspots - USA	
700% Growth 2013 to 2014	
Commercial Hotspots: 974,000	Community Hotspots: 9,400,000
Retail: 568,000	Cafes: 214,000
www.ipass.com/wifi-growth-map	



Nanjee identifies the location of the IP address of 75% of users within 0.7 miles on average without intruding privacy. This enables marketers to target advertising and promotion campaigns to mobile consumers who access the internet from third source hotspots including such locations as grocery and retail stores, franchise locations and coffee shops. Nanjee helps connect with consumers that would otherwise be unreachable even as they travel the day.

Local Shop Advertising Campaign

Nanjee is the only technology globally that produces and serves real-time IP geolocation. A consumer profile can be built using regular real time IP Geolocation inquiries to track customer movements during their daily pattern.



A client application can initiate a real time IP geolocation inquiry to Nanjee who will send current location information back to the client. The client can then build a user geolocation profile by connecting different IPs (and different IP locations) that each consumer uses during the day.

The consumer profile can be used by advertisers to serve relevant timely advertisements or promotional campaigns. A coffee shop can send an offer to the consumer during the morning journey and a gym or bar provide a promotion in the evening. Managing the redemption data enables a business to build a relationship with a consumer that was originally identified by Nanjee technology without a consumer opt-in requirement.



Financial Benefits

The Nanjee financial benefits are enormous for any company concerned about targeting outbound marketing campaigns. Note the following case studies:

Coffee shop chain realized 15% increase in daily sales resulting from targeted promotional campaign.

Consumer marketing agency increased food franchise's sales 18% for new product offering.