



Online Advertising – Hyperlocal Geotargeting Case Study

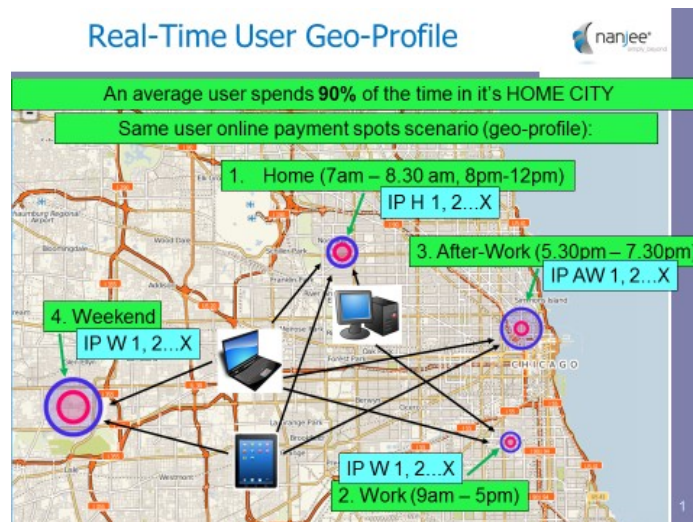
Nanjee Inc.'s mission is to be the recognized leader of IP geolocation technology by broadly implementing its pioneering real-time, hyper local consumer-independent IP geolocation technology on a global basis.

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 – Hyperlocal Geotargeting

Today's consumer lives in an on-demand dynamic mobile world and is increasingly consuming online content from multiple locations as part of their daily life. Advertisers need to deliver promotions and content tailored to a user's current environment for the appropriate time of day and so forth.



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 potential buyers with specific promotions and advertisements.

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.

Resorting to providers of legacy IP Geolocation services has not proved effective for advertisers due to the unreliability of their location accuracy results. Scientific research has proven that at best these

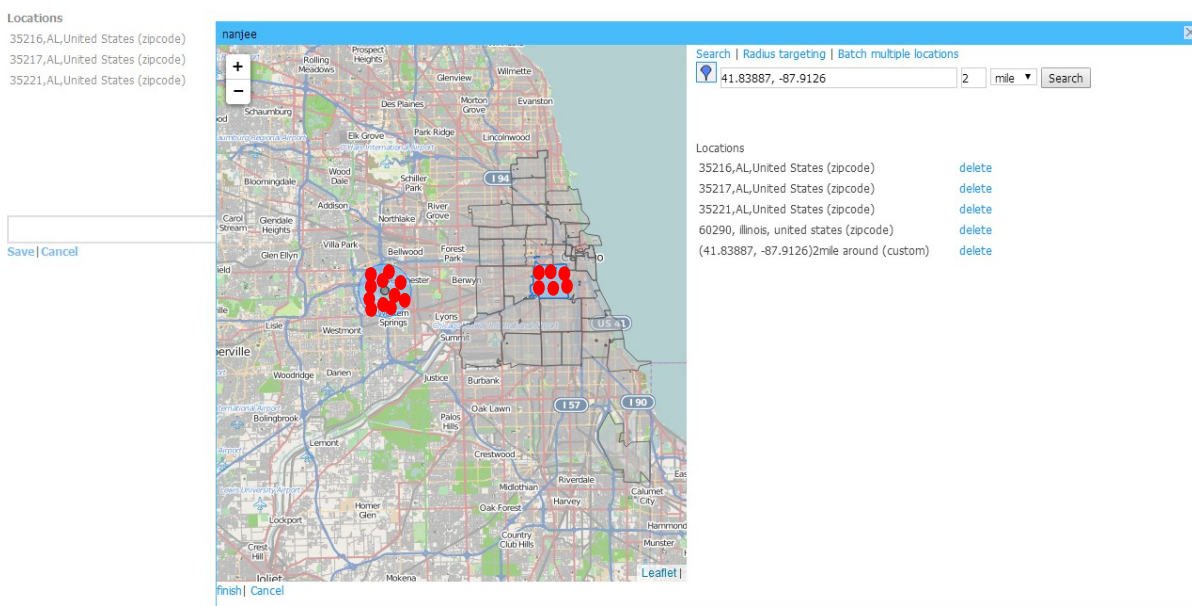
providers serve city level IP Geolocation accuracy and in many cases their results can only be relied upon at country level.



This inaccuracy hampers the ability of the online advertising market to serve timely, relevant promotions and advertisements to consumers. Campaigns have to be generic over a wide area.

Nanjee provides the answer for which the online advertising market has been searching with hyperlocal accuracy with a radius as local as 2 miles. Nanjee can provide a GeoTargeting 'fenced' campaign solution to the advertising sector that facilitates timely, relevant promotions and advertisements specific to a consumer.

Our technology provides clients with user (IP) location data within a defined localized campaign perimeter without intruding privacy e.g. a ZIP code and/or a defined radius from a central point.



The Nanjee 'plug-in' can be used by advertising networks/Ad servers for single location or multi-location campaigns.

- Brands with hyperlocal promotional activities (in-store)
- Retail chains
- Small local businesses

Financial Benefits

Independent research has proven that customers who live within a 2 mile radius of a retail outlet respond best to an advert and generate 56% of campaign revenue. There is a clear need for a hyperlocal GeoTargeting solution to maximize return on advertising spend.