

IP Address Targeting

IP address targeting increases the precision and focus of your campaign's geolocation strategies. Every computer connected to the internet has an IP address that indicates its location—be it a residence or a business with a shared network. IP targeting uses these addresses to create effective, hyper-targeted campaigns for reaching B2C and B2B prospects.

WHAT'S IP TARGETING?

IP address targeting is the process of targeting specific places or users based on their Internet Protocol address.

HOW IT WORKS



Audience Creation

When you upload an IP list, we find and match all the user IDs associated with each IP address. The user pools become available as data segments which can be used in custom audiences and ad groups. If uploading a custom list of IP addresses, download and fill out the template under the IP Lists library in the Libraries tool. The list will become available in 48 hours after upload.



Best practices

- The IP addresses you provide are considered first-party data and won't be subject to additional costs.
- You have the option to exclude internal IP address from your campaign.
- IP addresses must be in the form of IPv4 addresses (e.g., 255.255.255.255).