

Geo-Targeting: Online Advertisers' Newest Strategy

Geo-targeting, or IP targeting, enables a website to recognize, in real time, a visitor's geographical location. Armed with this knowledge, companies are now looking to structure their site content and language to be more ethnically appropriate. Alex, a guest columnist for I-strategy, discusses the merits and demerits of geo-targeting on IP addresses.

Source: [I-strategy](#)

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