

dotMobi and Digital Element Announce Strategic Partnership

Written by Australian Business

ATLANTA--([BUSINESS WIRE](#))--Mobile Web technology specialist [dotMobi](#) and IP Intelligence and geolocation pioneer Digital Element today announced a strategic data partnership that will allow dotMobi to offer Digital Element's robust mobile carrier and connection type databases to its customers and further enhance Digital Element's mobile carrier and connection type identification capabilities.

DeviceAtlas provides its customers with highly accurate and detailed device intelligence. Under the partnership, dotMobi will also enable its [DeviceAtlas](#)® customers to identify the country location, mobile carrier and connection type (WiFi or cellular) a mobile visitor is using based on IP address.

The ability to report carrier data, powered by Digital Element's [NetAcuity](#)® technology, broadens DeviceAtlas' offering with further information on the context of the user, as well as accurate information about the device. This is particularly useful for advertisers wanting to deliver their messages to a specific network to fulfill geographic and demographic targeting criteria. Furthermore, the ability to distinguish between WiFi and a cellular network is useful for delivering optimized content based on a user's connection type.

The partnership with Digital Element is the latest in a series of strategic moves by dotMobi designed to enhance the development of DeviceAtlas by providing more dynamic information to its advertising and content-delivery customers. It follows the launch of client-side technology that detects user-configured browser and device settings as well as directly measuring device connection speeds in real time.

dotMobi has fully integrated Digital Element's mobile carrier intelligence data into DeviceAtlas. It is available as an additional option to all customers using the DeviceAtlas Enterprise API. A free trial is also available.

"dotMobi is committed to bringing our customers the intelligence they need to deliver optimized, targeted experiences on the web for any device type. The ability to identify the carrier helps us achieve that. As the original innovator in IP Intelligence and geolocation technology, Digital Element is the ideal partner for bringing carrier identification to DeviceAtlas," said Eileen O'Sullivan, COO at dotMobi.

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Frank Bobo, Digital Element Vice President, Operations, said “Bringing together Digital Element and dotMobi’s industry leading solutions creates a big win for content providers and advertisers looking to deliver the most cutting-edge messaging to consumers tailored by location, device type, connection type, and network. We look forward to delivering Digital Element’s technology to DeviceAtlas customers and strengthening our industry leadership in location, mobile carrier and connection type identification via our partnership with dotMobi.”

DeviceAtlas is used by a wide variety of large brands and Fortune 100 companies, including Adobe, Sprint, IBM, General Motors and Target. Visit www.deviceatlas.com for more details on Carrier Identification.

About dotMobi

Headquartered in Dublin, dotMobi — a wholly owned subsidiary of Afilias Limited — is a worldwide leader in enabling the development & discovery of quality mobile content through innovative services, in turn helping businesses and individuals reach the world’s billions of mobile phone users. dotMobi spurs mobile industry innovation by giving content providers the tools they need to ensure the Web will work on mobile devices with speed, accuracy and relevant content. Visit <http://dotMobi.mobi> for more information on .MOBI domains and all dotMobi services, including [DeviceAtlas](#) and the [goMobi](#) mobile website publishing solution.

About Digital Element

Digital Element delivers the de facto standard in IP Intelligence, providing coverage for 99.9999 percent of the Internet. Digital Element’s patented technology combines Internet routing infrastructure analysis with hundreds of millions of partner-derived online end-points, resulting in the most accurate IP geolocation data available today. Most of the world’s largest networks, websites, retailers, publishers, advertisers and more deploy Digital Element’s IP technology to target advertising, localize content and video streaming,

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manage geographic rights and enhance analytics. As an industry pioneer, Digital Element has long been a technical leader in evolving non-invasive IP Intelligence technology.

For more information on how to uncover new levels of insight about online users, please visit www.digitalelement.com. Digital Element is a business unit of [Digital Envoy Inc.](#)