

# New Product Proposal

<b>Product Manager</b>	Mark Warrick	<b>Business Owner</b>	
<b>Date Submitted</b>	7/1/2008	<b>Product Name</b>	IP/ GEO /Cookie Content Targeting and Trending Proof of Concept

<b>Estimated Revenue: n/a</b>	<b>Estimated Cost or Hours: 60 hours</b>
<b>ESTIMATED PROFIT: n/a</b>	

**Priority (check one)**

- Low     Medium     High     Urgent

**Overview**

GEO targeting, IP data and cookie tracking enable us to understand where visitors are physically located and eventually who they are exactly. This information, coupled with to-be-determined widgets on RealtyTrac can add informational value and a sense of personalization. In addition, when we match an IP address or cookie with a known account, we then can become proactive in how we deal with our customers / prospects.

**Example**

Based on an IP address alone, our system detects a known user from Irvine, California and matches their IP with a customer record. Without the person even having to login, we can provide a summary of the following and more:

- Current foreclosure listings in the Irvine area.
- A list of previous searches the user ran.
- US Census data (population figures, crime data, home values, income levels, etc)
- Other to be determined sources of relevant local information.

Additionally, when linked with our CRM system:

- We can present custom sales pitches to the user based on their past behavior.
- A customer service rep and/or broker can be alerted that the customer is online.
- We can monitor every action of our customers in real-time.
  - A customer service rep can provide live assistance with the website.
  - A broker could make a phone call to assist them with the next steps.

**Business Case**

By utilizing IP intelligence, RealtyTrac can provide targeted information more quickly and accurately to its visitors. By providing more accurate and timely information, one can assume that this would lead to increased revenues through more page views, more advertiser inventory, more new accounts and higher conversions on both trial

subscriptions and advertising services. Additionally, linking up an IP with our CRM opens the door to developing a more proactive sales approach both for ourselves and for those who use our services to find new business.

## **Competitive Market Analysis**

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<sup>1</sup> The majority of companies use Geo-targeting and IP intelligence in the following areas:

### **Marketing**

- Geo-targeted ad-serving (already possible with Ad Server)
- Content localization and personalization
- Local search results / market trend information

### **Fraud Prevention**

- Distance between IP and billing info can be checked.
- Proxy detection prevents abuse (i.e. crawlers).
- Risky IP detection prevents abuse from known high-risk countries.

### **Compliance**

- Helps us comply with location based legal requirements.

## **Third Party Information**

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We are already using Accipiter to serve our advertisements. By utilizing the Geo-targeting feature of the ad server, our sales force can provide more targeted ad solutions.

For IP mapping, we will be using IP2Location, a data provider of IP ranges mapped to zip codes. We are already using this service at a country level for some things. We would need to upgrade our IP2Location service to take advantage of the zip code data. I would also recommend that we purchase the add-on data that includes US Census information.

- [IP2Location](http://www.ip2location.com) – <http://www.ip2location.com>

## **Estimated Costs**

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- [IP2Location](#) – vDB9 Zip & Lat/Long data \$499/year
- [ZipCodeWorld](#) – US Gold Edition - \$149/year

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<sup>1</sup> Source: "Location Intelligence: The New Geography of Business", a Business Week Research Services White paper.

## **Estimated Time**

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60 hours for a proof of concept includes the following tasks:

1. Acquire the IP database from MaxMind and import into our database.
2. Develop code to detect a user's location based on IP – matching against the LAT / LONG data.
3. To illustrate that the code is working, display the user's location on a Microsoft Virtual Earth map.
  - a. Test using remote proxies as well.
4. Create a widget that integrates some content-specific data (i.e. local foreclosure listings, weather data, press releases, etc. – keep it simple)
5. Create a “demo” page showing a couple widgets, illustrating how the IP intelligence works.

<b>Task</b>	<b>Estimated Hours</b>
Research, write business and functional requirements.	16
Design	0
Marketing	0
HTML development	0
Software development	40
QA	0
UAT	4
<b>TOTAL</b>	<b>60</b>

## **APPROVED BY**

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CEO

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Date

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CFO

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