

Consensus is how the industry agrees on the wrong location.

Declared bidstream location, checked against physical evidence instead of taken on faith.

~1,300

servers actively probing the internet every day

~100km

per millisecond of round-trip time

50%

of ASNs reached under 2 ms

How agreement replaced accuracy

Location informs decisions throughout programmatic advertising, from campaign eligibility and bidding to compliance and measurement. When geolocation sources disagree, disputes are expensive: a campaign geofenced to one country gets billed against a provider that places the IP in another, and someone has to absorb the difference.

Common practice is to settle those disagreements by consensus: campaigns are reconciled against whichever answer most providers share, and many providers assemble their data by aggregating one another's answers. When most of the market averages the same handful of sources, shared mistakes stop looking like mistakes. They harden into the reference answer everyone matches, and a provider that corrects an error looks wrong for disagreeing with the crowd.

A measured view instead

Breaking that cycle takes evidence from outside the consensus loop. Latency observations from ProbeNet, IPinfo's globally distributed measurement network, establish where an address is physically plausible, and a confidence radius communicates how precisely the evidence supports that location.

A dispute stops being a vote between opinions and becomes a question with a measurable answer, and the conclusions can be checked rather than accepted: a public version of the measurement platform lets anyone test an address for themselves.

How ProbeNet locates an IP

Probes ping the address from many cities at once. Each millisecond of round-trip time bounds it to roughly 100 km of that probe; the circles can only intersect where the IP physically is.



MEASUREMENT AS PROOF

● **Casper, US** · ping · 589 km bound **5.771 ms**

● **Salt Lake City, US** · ping · 1,042 km bound **10.212 ms**

● **Lenexa, US** · ping · 1,144 km bound **11.213 ms**

● **Denver, US ON-SITE** **0.070 ms**

Sub-millisecond pings from on-site Denver probes pin the address, with 1,252 further observations as proof.

ProbeNet deployment figures as of August 2026. Domain resolution figure: R. Habib, S. Singanamalla, M. Fayed and Z. Durumeric, On IP Addresses as Identifiers of Internet Users and Services, Stanford Empirical Security Research Group, 2026.

Start with the addresses you have argued about.

Send us the IPs behind your last geofencing or billing dispute. We will show what the measurement says and how far the evidence reaches, so you can see whether the disagreement was a difference of opinion or a difference of fact.

[Send The Disputed IPs →](#)