IPinfo × Froyoo

CASE STUDY · ADTECH

Up To 3x The Value: Places Targeting For Real-Time Bidding

Froyoo's data management platform enriches billions of bid requests a day. With IPinfo Places adding venue and category context to an IP address, Froyoo sees enriched inventory carrying up to 3x the value of generic inventory.

3x

potential uplift in inventory value with Places enrichment

Billions

of bid requests enriched with IPinfo data every day

7%

of daily active users enriched with venue context

39%

of Places volume in Europe, the rest spread globally

ABOUT FROYOO

Froyoo provides privacy-conscious cross-device and cross-user graphs for targeted advertising. Its end-to-end data management platform ingests billions of data points every day, enabling partners across the advertising value chain — DSPs, SSPs and other DMPs — with a focus on the MENA region and developing markets globally.

Customer since: **June 2023**

Data used: **IPinfo Places, IP Geolocation, Privacy Detection, ASN, Mobile Carrier, IP to Company, Hosted Domains**

The problem: the ceiling on a city-level signal

A bid request arrives with an IP address. Standard geolocation resolves it to a city — and for a DMP enriching billions of requests a day, that is where the useful information stops. A generic impression in a metro area is a commodity; every one looks like every other one.

The obvious routes to knowing more are closing off. Cookies are going, SDK integrations require the publisher's cooperation, and device IDs depend on permissions users increasingly decline — while venue databases take coordinates or a device ID as input, not an IP address. That leaves inference, and in a real-time bidding pipeline a guess at scale is false positives at scale. Froyoo needed venue context derived from the one identifier they always have.

The process: early adopter partnership and analysis

Froyoo was among the first companies to join the IPinfo Places beta, and tested the dataset against their own traffic — deriving country from the supplied coordinates to measure independently what Places reached in the markets that matter to their business. A venue tag has to get two separate things right:

- The network is observed: the WiFi networks devices actually connect to, and the SSID each broadcasts — a direct signal about the network itself
- It is tied to the right building: observations matched against public venue records, so name and category correspond to an actual place
- Matches carry their own evidence: the SSID name and the venue's latitude and longitude

Froyoo's feedback through the beta shaped the product directly — on schema, and on what it takes to fit a new dataset into a working enrichment pipeline.

> *"We'd rather have a smaller feed of precise data than a noisy feed with a lot of questionable or inaccurate data in there."*
>
> **Daniel Fischer**
> CEO, Froyoo

The solution: venue and category as an enrichment layer, then an event

Froyoo joins every IPinfo dataset on IP into a single master table. Places Extended is delivered daily as a Parquet database download straight to their S3 bucket and sits inside that pipeline, adding a venue layer to traffic that previously resolved no further than a city.

A request from Dallas becomes a request from Dallas Fort Worth airport, and travel intent becomes biddable. Knowing the venue and category, Froyoo looks up what is scheduled there and activates campaigns against it in real time — across hotels, restaurants, retail, conference centres and airports. No SDK or device ID is required: the input is an IP Froyoo already has.

> *"I know a category and a venue and an IP. I can do a quick enrichment with an LLM, get the events and the date ranges, and then do real-time advertisements. It becomes relevant for very specific ad campaigns versus a generic campaign."*
>
> **Daniel Fischer** — CEO, Froyoo

The result: venue context across a global footprint

Places currently enriches around 7% of Froyoo's daily active users — a meaningful slice of a platform ingesting billions of data points a day, and one that previously resolved no further than a city. That reach is global rather than concentrated in a single market: around 39% of Froyoo's Places volume sits in Europe, with the remainder spread across other markets.

The value of that context is in what it enables downstream. Places adds an enrichment layer on top of the IP and AdID signals Froyoo already works with, and combining the three sharpens their understanding of both location and audience. The output is a richer, more actionable dataset for the DSPs, SSPs and DMPs they supply — raw signals turned into location and audience intelligence.

In retail, targeting moves from a broad location-based audience to a narrower one built on venue context. In event and venue-category targeting, activity in an area stops being a purely geographic signal and becomes an audience built around a particular type of location or activity.

> *"The additional location context from Places lets us build more targeted audiences, and from our experience that kind of enriched inventory can carry up to 3x the value of generic inventory."*
>
> **Daniel Fischer** — CEO, Froyoo

What comes next

MENA is where Froyoo is most keen to see Places grow. It's a core strategic market, and one where consistent location and audience data is hard to build — which is precisely why added coverage there is worth the most. As Places expands globally, more of Froyoo's traffic carries venue context, and more of their inventory can be enriched rather than sold generically.

What could venue context unlock?

Learn more about IPinfo Places, and test it on your own traffic.

Talk to Sales