

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

Froyoo's DMP enriches billions of bid requests a day. With IPinfo Places adding venue and category context to an IP address, they see 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

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. Cookies are going, SDKs need publisher cooperation, device IDs depend on permissions users decline, and venue databases take coordinates, not IPs. Proximity-based inference produces guesses — and at bidding scale, a guess is false positives at scale. Froyoo needed venue context from the one identifier they always have, at production accuracy.

The solution: an enrichment layer, then an event

Froyoo joins every IPinfo dataset on IP into a single master table. Places Extended arrives daily as a Parquet download to their S3 bucket, adding a venue layer to traffic that previously stopped at a city:

- Venue and category on the bid request: a request from Dallas becomes a request from Dallas Fort Worth airport, and travel intent becomes biddable
- Event-level targeting: knowing the venue, Froyoo looks up what is scheduled there and activates campaigns in real time
- Breadth across everyday venues: hotels, restaurants, retail, conference centres and airports
- No SDK or device ID required: the input is an IP Froyoo already has

The process: early adopter validation

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 them. A Places venue tag has to get two things right: the network observed — through the WiFi networks devices actually connect to and the SSIDs they broadcast — and tied to the right building, by matching against public venue records. Froyoo's feedback through the beta shaped the product directly, on schema and on fitting a new dataset into a working pipeline.

The result: global venue context

Places currently enriches around 7% of Froyoo's daily active users — a meaningful slice of a platform ingesting billions of data points a day. Around 39% of that volume sits in Europe, with the remainder spread globally. Combining Places with the IP and AdID signals Froyoo already works with sharpens both location and audience: retail targeting moves from broad location-based audiences to narrower venue-built ones, and enriched inventory can carry up to 3x the value of generic inventory.



ABOUT FROYOO

CUSTOMER
SINCE 2023

Froyoo provides privacy-conscious cross-device and cross-user graphs for targeted advertising. Its end-to-end DMP ingests billions of data points every day, enabling DSPs, SSPs and other DMPs to advertise more accurately and efficiently, with a focus on MENA and developing markets globally.

IPINFO DATA IN USE

- IPinfo Places
- IP Geolocation
- Mobile Carrier
- Hosted Domains
- Privacy Detection
- ASN
- IP to Company

“

“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 additional location context from Places lets us build more targeted audiences — that kind of enriched inventory can carry up to 3x the value of generic inventory.”

Daniel Fischer
CEO, Froyoo

What could venue context unlock?

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

Talk to Sales