

GeoIP API – DMW Technologies

What is Geo IP API?

It is a solution that helps you to identify visitor's geographical location, i.e. country, region, city, latitude, longitude, ZIP code, time zone, connection speed, ISP and domain name, IDD country code, area code, weather station code etc using a proprietary IP address lookup database and technology without invading the Internet user's privacy. The database is also being used by Fortune 500 companies. In simple words, GeoIP API provides businesses with a non-invasive way to determine geographical and other information about their Internet visitors in real-time.

How does GeoIP API work?

The idea behind GeoIP is simple but the process is complex. We employ user-entered location data from sites that ask web visitors to provide their geographic location. We then run millions of these datasets through a series of algorithms that identify, extract, and extrapolate location points for IP addresses.

What can GeoIP API used for?

To name a few applications, GeoIP API can be used for delivering customized content, targeted ads, web log statistics, digital rights management, and regulatory compliance. In fact, you may already be using GeoIP without realizing it. GeoIP API technology has been integrated by many of our partners for ad-serving, fraud screening, web analytics, firewall/spam protection, and anti-phishing/anti-identity theft applications. Few areas where one can make use of GeoIP API are as follows:

- Display Country name of the visitor.
- Display Country flag of the visitor.
- Display City/Region name of the visitor.
- Plot the location of the visitor on any map.
- Generate log/report based on Region/Country.
- Display Currency name of the visitor's Country.
- Display Current Temperature of the visitor's City.
- Display Local time of the visitor's Country.
- Display Current Weather of the visitor's Country.
- Display Calling code of the visitor's Country.
- Display Local Temperature of the user.
- Create your own Location based community.
- Proximity Alert for Social Networking Websites.
- Display Current conversion local currency rate.

Head to Head Comparison Chart

Feature List	GeoIP API	IP 2 Location	Max Mind
Extract visitor's time zone from the IP Address.	✓	✓	✗
Extract visitor's country flag as an image from the IP Address.	✓	✓	✗
Extract visitor's country calling code from the IP Address.	✓	✓	✗
Extract visitor's local time from the IP Address.	✓	✗	✗
Extract visitor's local weather from the IP Address.	✓	✗	✗
Extract visitor's local temperature from the IP Address.	✓	✗	✗
Extract visitor's local currency from the IP Address.	✓	✗	✗
Extract visitor's local currency conversion rate (with USD) from the IP Address.	✓	✗	✗
Plug and Play API	✓	✗	✓
Cost / Licence fees.	\$15 onwards	\$49 onwards	\$50 onwards