

The Rise of IP Address Intelligence™

IP (Internet Protocol) address intelligence is emerging as a vital component to enable any organization to power and enhance their products, marketing solutions, and more.



The Future of IP Intelligence Is Here

Over the past decade, companies have tracked, identified, and influenced internet users with web browser cookie-based methods. With only 3-5% of web traffic possessing actionable cookie data, combined with the volatile nature of cookie lifespan, cross-device limitations, and regional privacy laws, it is apparent that the value of cookie usage is under attack.

Historically, the use of IP addresses for identification has largely been perceived as an inferior alternative to cookies, due to their dynamic nature, inability to store data, and technical complexities. There are many misconceptions around IP address technology, largely due to the inaccuracies found within providers who rely solely on public sources. These public sources are simply aggregators of Regional Internet Registry (RIR) information, lacking any sophistication that produces true intelligence.

The KickFire platform, powered by our proprietary TWIN Caching technology, is revolutionizing the use of IP addresses with its unique ability to identify true last-mile ownership, well beyond public sources.



What is TWIN Caching?

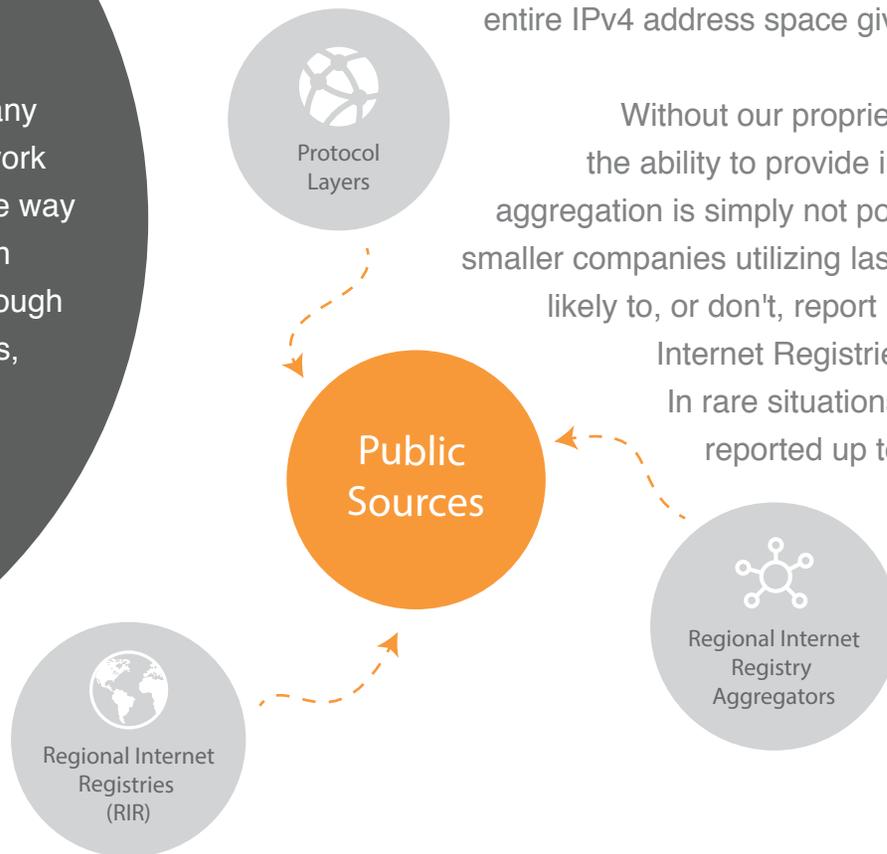
With a unique ability to uncover last-mile connectivity ownership, TWIN Caching provides advanced IP-to-company resolution. It serves as the network and IP protocol equivalent of the way Google caches and searches an entire body of web content. Through the use of proprietary algorithms, TWIN Caching systematically caches and analyzes nearly four billion IP addresses.



The Power of TWIN Caching®

The power of TWIN Caching is derived from the comparison of algorithmic identification methods, generated over distinct periods of time, to the ground truth. Measuring these correlations and then establishing an identity and confidence score to each individual IP address across the entire IPv4 address space gives TWIN Caching a powerful advantage.

Without our proprietary methodology and historical analysis, the ability to provide increased accuracy of data beyond public aggregation is simply not possible. This is especially true in regard to smaller companies utilizing last mile connectivity providers that are less likely to, or don't, report IP address leased ownership to Regional Internet Registries (RIR), such as ARIN, APNIC, or RIPE. In rare situations where small business IP addresses are reported up to the RIR, it's often "garbage-in-garbage-out." Meaning, that the RIR databases are riddled with spelling errors and other data inaccuracies that create increased difficulty in deriving business value from this raw data set.



TWIN Caching solves these issues.

Data Integrity Superheroes

Data integrity is crucial, and at the heart of the TWIN Caching process. Once the TWIN Caching engine has uncovered the true identity behind an IP address, firmographic information association is established by use of a domain name.

Utilizing domain as a unique identifier of a company ensures positive identification and avoids the classic perils of approximate string matching (fuzzy logic), which is divided, into the two sub-problems of finding approximate substring matches inside a given string and/or finding dictionary values that match the given pattern. A confounding factor is, the considerable saturation of common-word company and domain names already in use. Many new companies will seek to be unique by creating a new company name by the concatenation of portions of two or more words, which only creates additional string match accuracy challenges.

To enhance the programmatic processes, KickFire data integrity specialists continuously work to increase data accuracy and refresh rate, providing the most up-to-date and comprehensive IP Intelligence platform available.



IP Reflection

The KickFire platform builds on its vast accumulation of IP intelligence captured and analyzed over the past decade. This rich history of data not only strengthens the KickFire algorithms, but allows KickFire to leverage this wealth of information to be able to report prior ownership of IP addresses, as well as proper identification of the true IP owner, at any moment in time. This is of particular value when analyzing big data, such as web analytic history.



Because of these unique processes, the KickFire platform is not merely aggregating public data, as other IP address vendors do. Instead it is maintaining constant, real-time updates, ensuring that the very latest intelligence is available in real-time, not just on industry-standard monthly or quarterly updates.

Conclusion

Through superior data intelligence, human hands-on data integrity, live monitoring and real-time updates, KickFire is continuously providing the most accurate IP translation and in-depth information in the industry. KickFire truly is the gold standard in IP address intelligence. KickFire provides business intelligence for a wide range of applications such as IP address resolution, content personalization, ad-targeting, form enhancement, applications, CRMs, and more.

Discover
the Power of
KickFire