

Content Targeting

In today's fierce e-business marketplace, content targeting gives you a key competitive edge. Customizing your content to individual end users makes your site more relevant, enticing visitors to browse longer and come back more frequently. With Akamai Content Targeting, you can also be assured that your information and goods are being served only to authorized users.

Akamai Content Targeting enables customization by accurately identifying the visiting user's geographic location, connection speed, device type, or other attributes so that content can be targeted in real time at the network edge for each visitor.

With Akamai Content Targeting you can customize your content by a wide range of criteria, maximizing its relevance to your business and your users, including:

- **Localized Content:** Change language or look and feel of content to match the demographics of a geographic region.
- **Customized Storefronts:** Boost sales by displaying the right merchandise for a particular geography, connection speed, or time zone.
- **Streamlined Navigation:** Don't force users to click through pages for content. Serve the right content on the first hit.
- **Targeted Advertising:** Adapt ads based on connection speed or geography.
- **Adaptive Marketing:** Modify online marketing campaigns based on customer segments, cookies, and location of loyal customers.
- **Connection Speeds:** Leverage high-speed end-user connections without stalling visitors on dial-up, to provide a consistently positive experience for every user
- **Controlled Distribution:** Ensure that your information and goods are not delivered to restricted geographies or unauthorized users.

Akamai's focus on customer service is clearly demonstrated in its state-of-the-art Network Operations Command Center (NOCC). The Akamai NOCC enables proactive monitoring and troubleshooting of the world's largest distributed computing platform, creating the industry's most comprehensive view of the real-time condition of the Internet.

Benefits to Your Business

Improved User Acquisition, Retention, and Conversion

Akamai Content Targeting enables you to realize the full benefits of personalized content to improve your e-business initiatives.

Highly Accurate and Comprehensive Data

By leveraging the Akamai Platform, the largest globally-distributed computing platform, Akamai Content Targeting delivers the most comprehensive and accurate targeting capabilities, enabling you to effectively reach your intended audience—anywhere in the world.

Uncompromised Performance

Akamai Content Targeting is executed at the network edge, bypassing your application server and Internet congestion points, providing targeting capabilities without compromising site performance.

Flexible and Simple Implementation

Akamai Content Targeting can be enabled at the network edge using Akamai Dynamic Content Assembly technologies (Edge Side Includes, Delta Encoding) or via Akamai edge server configuration controls, providing the flexibility you need to integrate personalization into your e-business.

Protection for Information and Goods

With Akamai Content Targeting, you can validate an end user's geography, ensuring your information and goods are delivered only to trusted users in authorized geographies.



How Content Targeting Works

Akamai Content Targeting leverages the globally distributed and highly scalable Akamai Platform, comprising over 15,000 servers deployed in over 1,000 networks across more than 60 countries. This global reach enables the optimal collection of geographical and bandwidth-sensing information. Through these unique data gathering techniques, Akamai provides a knowledge base with highly accurate worldwide coverage for every routable IP address on the Internet.

Akamai Content Targeting can be integrated into your site using Akamai Dynamic Content Assembly technologies (Edge Side Includes, Delta Encoding) or via edge server configuration controls.

Each time a user requests a Web page, the Akamai edge server consults the targeting information database located at the network edge and, utilizing conditional logic, selects the appropriate content to be served in real time.

Regardless of implementation approach you choose, you can customize your content based on the following types of data:

Browser-based

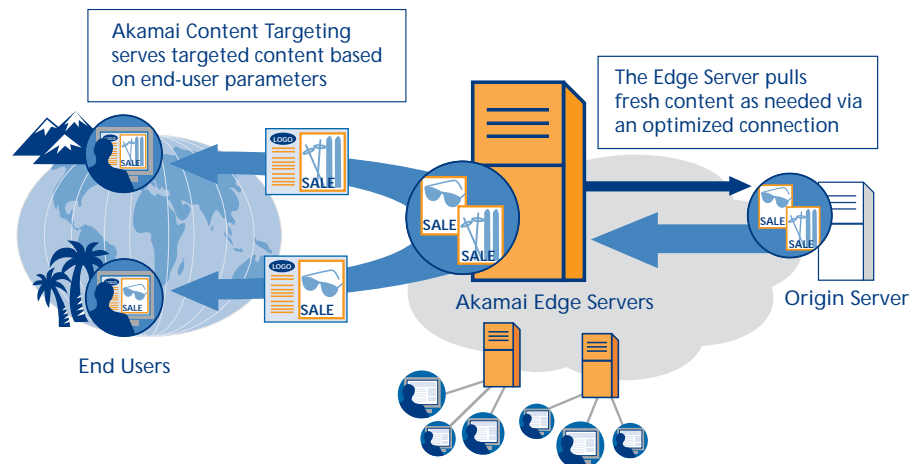
- Browser type and version
- OS type and version
- Device type

Geographic Origin

- Country
- Region (State or Province)
- City
- Market Area
- MSA, PMSA
- Area code
- Latitude/Longitude
- Time zone
- County
- Zip code

Network

- Connection type (dial-up, DSL, ISDN, or cable)
- Network name (e.g. AOL)
- Actual connection speed



About Akamai

Akamai provides products and services that enable the world's leading enterprises and government agencies to extend and control their e-business infrastructure. Having deployed the world's largest, globally-distributed computing platform, Akamai ensures the highest levels of availability, reliability, security, and performance of networked information and applications delivery between the origin and the destination of any e-business process. Headquartered in Cambridge, Massachusetts, with research and development centers around the world, Akamai's industry-leading products and services, matched with world-class customer care, are used by hundreds of successful enterprises, government entities, and Web businesses around the globe. For more information, visit www.akamai.com.



Akamai Technologies, Inc.
 U.S. Headquarters
 8 Cambridge Center, Cambridge, MA 02142
 Tel 617.444.3000
 Fax 617.444.3001
 U.S. toll-free 877.4AKAMAI
 (877.425.2624)

Akamai Technologies, GmbH
 Heisenbergbogen 2, 85609 Dornach, Germany
 Tel +49 89 94006-0

www.akamai.com

© 2003 Akamai Technologies, Inc. All Rights Reserved. Reproduction in whole or in part in any form or medium without express written permission is prohibited. Akamai, the Akamai wave logo, EdgeSuite, EdgeScape, FreeFlow, I.AM.AKAMAI, AKAMAIZED and the Delivering a Better Internet slogan are federally registered marks. EdgeComputing, SureRoute and the Extend & Control Your E-Business Infrastructure slogan are Akamai service marks. Other trademarks contained herein are the property of their respective owners. Akamai believes that the information in this publication is accurate as of its publication date; such information is subject to change without notice.
 AKAMFS-CT0503