

# Case Studies


Jay Webster

March 30, 2010



IP: 81.158.191.203  
Continent: europe  
Country: gb (20)  
US Region: north west  
Timezone: +0.0  
State / Province: Manchester (5)  
DMA:  
MSA / PMSA:  
City: manchester (5)  
Lat. / Lon: 53.4422221 / -2.24083333  
Area Code:  
Postal Code: M4  
ASN: 2856  
Carrier Org: btnet uk regional network  
Top Level Domain: com  
2nd Level Domain: btcentralplus  
AOL Flag: 0  
Routing Method: anonymizer  
Connection Type: dsl  
Connection Speed: medium  
Anonymizer Status: active

# Fraud Prevention



IP: 81.158.191.203  
Continent: europe  
Country: gb (20)  
US Region: north west  
Timezone: +0.0  
State / Province: Manchester (5)  
DMA:  
MSA / PMSA:  
City: manchester (5)  
Lat. / Lon: 53.44222221 / -2.24083333  
Area Code:  
Postal Code: M4  
ASN: 2856  
Carrier Org: btnet uk regional network  
Top Level Domain: com  
2nd Level Domain: btcentralplus  
AOL Flag: 0  
Routing Method: anonymizer  
Connection Type: dsl  
Connection Speed: medium  
Anonymizer Status: active

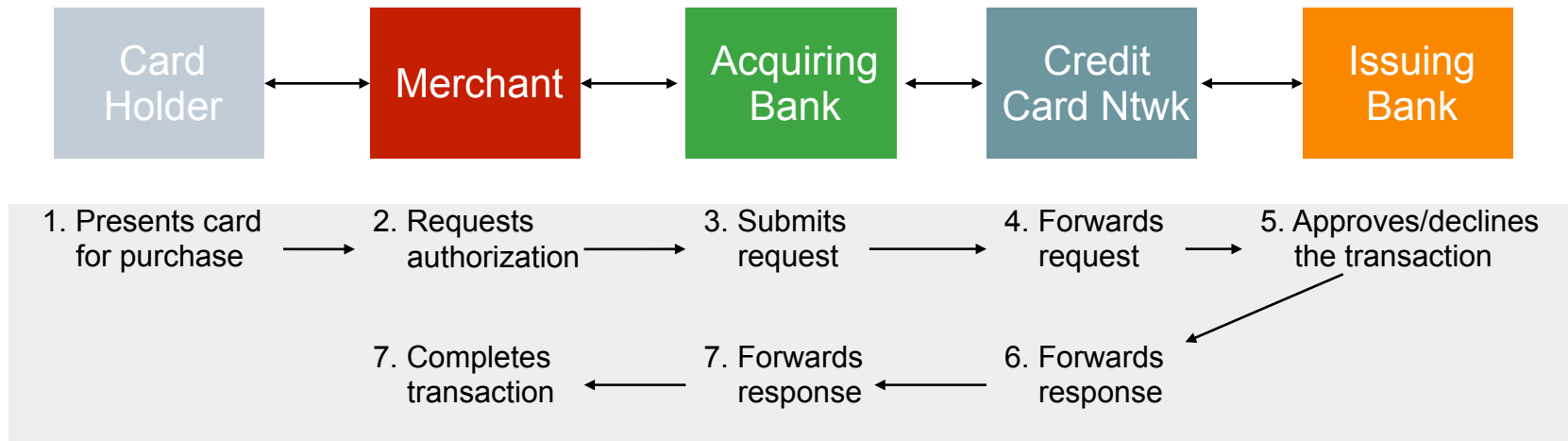
QUOVA®

# Three Opportunities for Fraud

- Account sign-up (e.g. credit-card application)
- Authentication (e.g. log-in)
- Transaction (e.g. purchase, wire transfer, stock trade)

# eCommerce, CNP, and Chargebacks

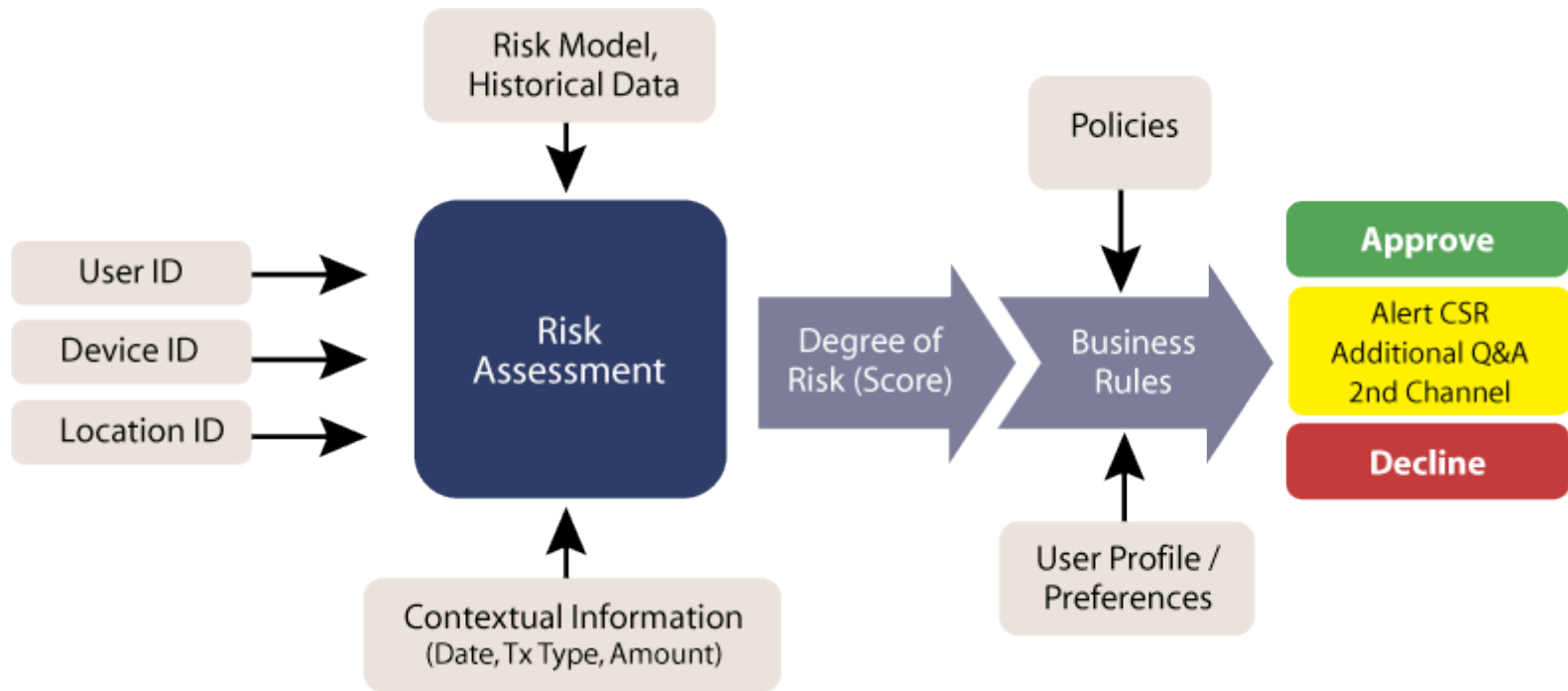
IP: 81.158.191.203  
Continent: europe  
Country: gb (20)  
US Region: north west  
Timezone: +0.0  
State / Province: Manchester (5)  
DMA:  
MSA / PMSA:  
City: manchester (8)  
Lat. / Lon: 53.4422221 / -2.2408333  
Area Code:  
Postal Code: M4  
ASN: 2856  
Carrier Org: btnet uk regional network  
Top Level Domain: com  
2nd Level Domain: btcentralplus  
AOL: Flag: 0



- Chargebacks occur when a consumer disputes a charge and gets a refund
- For CNP, liability rests with the Merchant - Verified by Visa/Securcode by MasterCard shifts liability to the Issuer
- Payment processors charge their customers for chargebacks
  - One processor charges \$10, but it only costs \$1 to deal with chargebacks
- Management of Chargebacks
  - Merchants lose some rights with credit card companies if chargebacks rise above 1%
  - Merchants decline transactions to avoid chargebacks, including some legitimate transactions
    - Declining too few transactions means too much fraud gets through
    - Declining too many transactions means too many legitimate transactions are declined
  - Some merchants try to keep chargebacks between .08-.09%

# Risk Assessment Model

IP: 81.158.191.203  
Continent: europe  
Country: gb (20)  
US Region: north west  
Timezone: +0.0  
State / Province: Manchester (5)  
DMA:  
MSA / PMSA:  
City: manchester (8)  
Lat. / Lon: 53.4422221 / -2.24083333  
Area Code:  
Postal Code: M14  
ASN: 2856  
Carrier Org: btnet uk regional network  
Top Level Domain: com  
2nd Level Domain: btcentralplus  
AOL Page: 0

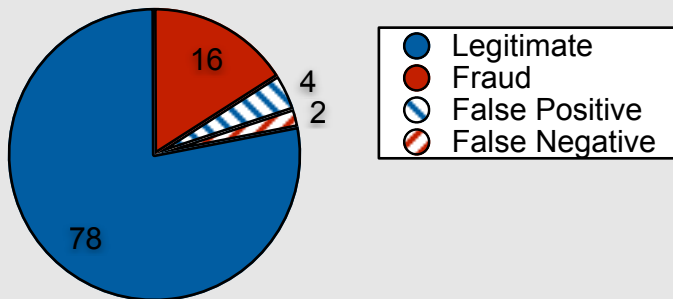


Data goes in → An analysis is made → A score comes out → The user is allowed, denied, or challenged

# Fraud Prevention – OEM Partners

IP: 81.158.191.203  
Continent: europe  
Country: gb (20)  
US Region: north west  
Timezone: +0.0  
State / Province: Manchester (5)  
DMA:  
MSA / PMSA:  
City: manchester (8)  
Lat. / Lon: 53.4422221 / -2.2408333  
Area Code:  
Postal Code: M4  
ASN: 2856  
Carrier Org: btnet uk regional network  
Top Level Domain: com  
2nd Level Domain: btcentralplus  
ASN Flag: 0

- Have to balance fraud capture rates with false positive rates
  - Capture rates represent the number fraud events marked/total fraud events
  - False positive rates are the number of false positives/total number of events



100 total events  
20 marked fraudulent  
    16 actual frauds, 4 false positives  
18 actual fraud events  
    16 marked, 2 false negatives (missed)  
  
89% Capture rate (16/18)  
5% False positive rate (4/100)

Note: Actual numbers are quite different and vary by industry and application (e.g. banking vs. eCommerce vs. gambling)

- False positives
  - Often indicate the rate at which legitimate users will be inconvenienced
  - Can also be used to reassure users that their security is being looked after

# Geolocation in RSA Adaptive Authn Policy Editor

IP: 81.158.191.203  
Continent: europe  
Country: gb (20)  
US Region: north west  
Timezone: +0.0  
State / Province: Manchester (5)  
DMA:  
MSA / PMSA:  
City: manchester (8)  
Lat. / Lon: 53.4422221 / -2.2408333  
Area Code:  
Postal Code: M4  
ASN: 2856  
Carrier Org: btnet uk regional network  
Top Level Domain: com  
2nd Level Domain: btcentralplus  
ASN Flag: 0

## Payee

- ☐ Payee type is
- ☐ Payee ownership is
- ☐ Payee bank is

[Back To Top ↑](#)

## User Profile

- ☐ Days since the user ID appeared for the first time
- ☐ Days since the user ID appeared for the last time
- ☐ Number of times the user ID has appeared
- ☐ Extra Authentication was requested and failed for this user ID
- ☐ Ground speed  KPH

[Back To Top ↑](#)

## eFraudNetwork Data

- ☐  Device Fingerprints that appear in confirmed fraud lists
- ☐  Payee that appears in fraudulent payees lists
- ☐  IP addresses that appear in confirmed fraud IP list
- ☐  IP addresses that appear in Risky Proxy IP Address List
- ☐  IP addresses that appear in High Velocity IP Address List
- ☐  IP countries that appear in High Risk IP country list
- ☐  IP countries that appear in Low Risk IP country list

[Back To Top ↑](#)

# Fraud systems primarily use Geolocation for...

IP: 81.158.191.203  
Continent: europe  
Country: gb (20)  
US Region: north west  
Timezone: +0.0  
State / Province: Manchester (5)  
DMA:  
MSA / PMSA:  
City: manchester (8)  
Lat. / Lon: 53.4422221 / -2.2408333  
Area Code:  
Postal Code: M4  
ASN: 2856  
Carrier Org: btnet uk regional network  
Top Level Domain: com  
2nd Level Domain: btcentralplus  
ASN Flag: 0

- Static risk factors
  - Location specific risk (e.g. countries)
  - Risky connection types (e.g. satellite, proxies, anonymizers)
  - Comparison to registered address
- Real-time risk indicators
  - Impossible travel
  - Surge in connections from one location/ISP
- Anomalous behavior patterns
  - Current location vs. historical locations
  - Change in ISP
- Device fingerprinting
  - Geolocation characteristics used to profile a device



# What Fraud Systems look for in Geolocation data

IP: 81.158.191.203  
Continent: europe  
Country: gb (20)  
US Region: north west  
Timezone: +0.0  
State / Province: Manchester (5)  
DMA:  
MSA / PMSA:  
City: manchester (8)  
Lat. / Long: 53.4422221 / -2.2408333  
Area Code:  
Postal Code: M4  
ASN: 2856  
Carrier Org: btnet uk regional network  
Top Level Domain: com  
2nd Level Domain: btcentralplus  
AOL Flag: 0

- Reduction of false positives
  - Consistency
    - More important than getting a city name correct
    - Critical when comparing current behavior to past
    - Obtained by using lat/long instead of city, ASN instead of ISP
  - Confidence Factors
    - Low confidence data can cause false positives
  - Accuracy
- Advanced data
  - Combinations of data
    - 30 miles intra-country is different from 30 miles across a border
  - Network Characteristics
- Relevant human-readable data
  - Case management is used by CSRs when talking to customers

# Content Publishers & Internet Retailers

(non-advertising)



IP: 81.158.191.203  
Continent: europe  
Country: gb (20)  
US Region: north west  
Timezone: +0.0  
State / Province: Manchester (5)  
DMA:  
MSA / PMSA:  
City: manchester (5)  
Lat. / Lon: 53.44222221 / -2.24083333  
Area Code:  
Postal Code: M4  
ASN: 2856  
Carrier Org: btnet uk regional network  
Top Level Domain: com  
2nd Level Domain: btcentralplus  
AOL Flag: 0  
Routing Method: anonymizer  
Connection Type: dsl  
Connection Speed: medium  
Anonymizer Status: active

QUOVA®

# Reach Engagement Monetization

IP: 81.158.191.203  
Continent: europe  
Country: gb (20)  
US Region: north west  
Timezone: +0.0  
State / Province: Manchester (5)  
DMA:  
MSA / PMSA:  
City: manchester (8)  
Lat. / Lon: 53.4422221 / -2.2408333  
Area Code:  
Postal Code: M4  
ASN: 2856  
Carrier Org: btnet uk regional network  
Top Level Domain: com  
2nd Level Domain: btcentralplus  
AOL Flag: 0

- Reach
  - The number of unique visitors seen and/or share of the market
- Engagement
  - The number of page-views or the time spent on a site
  - Repeat visitors
- Monetization
  - How effectively a site makes money from its users

How can Quova help any of these measurements?

# Reach Engagement Monetization

IP: 81.158.191.203  
Continent: europe  
Country: gb (20)  
US Region: north west  
Timezone: +0.0  
State / Province: Manchester (5)  
DMA:  
MSA / PMSA:  
City: manchester (9)  
Lat. / Lon: 53.44222221 / -2.24083333  
Area Code:  
Postal Code: M4  
ASN: 2856  
Carrier Org: btnet uk regional network  
Top Level Domain: com  
2nd Level Domain: btcentralplus  
AOL Page: 0

# Reach Engagement Monetization

IP: 81.158.191.203  
Continent: europe  
Country: gb (20)  
US Region: north west  
Timezone: +0.0  
State / Province: Manchester (5)  
DMA:  
MSA / PMSA:  
City: manchester (9)  
Lat. / Lon: 53.44222221 / -2.24083333  
Area Code:  
Postal Code: M4  
ASN: 2856  
Carrier Org: btnet uk regional network  
Top Level Domain: com  
2nd Level Domain: btcentralplus  
AOL Flag: 0  
Source: btcentralplus

## ■ Reach

# Reach Engagement Monetization

IP: 81.158.191.203  
Continent: europe  
Country: gb (20)  
US Region: north west  
Timezone: +0.0  
State / Province: Manchester (5)  
DMA:  
MSA / PMSA:  
City: manchester (8)  
Lat. / Lon: 53.4422221 / -2.2408333  
Area Code:  
Postal Code: M4  
ASN: 2856  
Carrier Org: btnet uk regional network  
Top Level Domain: com  
2nd Level Domain: btcentralplus  
AOL Flag: 0

## ■ Reach

- Indirectly through advertising, not much we can do directly

# Reach Engagement Monetization

- Reach
  - Indirectly through advertising, not much we can do directly
- Engagement

# Reach Engagement Monetization

IP: 81.158.191.203  
Continent: europe  
Country: gb (20)  
US Region: north west  
Timezone: +0.0  
State / Province: Manchester (5)  
DMA:  
MSA / PMSA:  
City: manchester (8)  
Lat. / Lon: 53.4422221 / -2.2408333  
Area Code:  
Postal Code: M4  
ASN: 2856  
Carrier Org: btnet uk regional network  
Top Level Domain: com  
2nd Level Domain: btcentralplus  
AOL Flag: 0

- Reach
  - Indirectly through advertising, not much we can do directly
- Engagement
  - Relevant content drives more clicks and pageviews



# Reach Engagement Monetization

IP: 81.158.191.203  
Continent: europe  
Country: gb (20)  
US Region: north west  
Timezone: +0.0  
State / Province: Manchester (5)  
DMA:  
MSA / PMSA:  
City: manchester (8)  
Lat. / Long: 53.4422221 / -2.2408333  
Area Code:  
Postal Code: M4  
ASN: 2856  
Carrier Org: btnet uk regional network  
Top Level Domain: com  
2nd Level Domain: btcentralplus  
AOL Flag: 0

- Reach
  - Indirectly through advertising, not much we can do directly
- Engagement
  - Relevant content drives more clicks and pageviews
  - Localized pages increase the time spent on a site

# Reach Engagement Monetization

IP: 81.158.191.203  
Continent: europe  
Country: gb (20)  
US Region: north west  
Timezone: +0.0  
State / Province: Manchester (5)  
DMA:  
MSA / PMSA:  
City: manchester (8)  
Lat. / Lon: 53.4422221 / -2.2408333  
Area Code:  
Postal Code: M4  
ASN: 2856  
Carrier Org: btnet uk regional network  
Top Level Domain: com  
2nd Level Domain: btcentralplus  
AOL Flag: 0

## ■ Reach

- Indirectly through advertising, not much we can do directly

## ■ Engagement

- Relevant content drives more clicks and pageviews
- Localized pages increase the time spent on a site

“Increase engagement with relevant content & localized pages”

# Reach Engagement Monetization

IP: 81.158.191.203  
Continent: europe  
Country: gb (20)  
US Region: north west  
Timezone: +0.0  
State / Province: Manchester (5)  
DMA:  
MSA / PMSA:  
City: manchester (8)  
Lat. / Lon: 53.4422221 / -2.2408333  
Area Code:  
Postal Code: M4  
ASN: 2856  
Carrier Org: btnet uk regional network  
Top Level Domain: com  
2nd Level Domain: btcentralplus  
AOL Flag: 0

- Reach
  - Indirectly through advertising, not much we can do directly
- Engagement
  - Relevant content drives more clicks and pageviews
  - Localized pages increase the time spent on a site
  - “Increase engagement with relevant content & localized pages”
- Monetization

# Reach Engagement Monetization

IP: 81.158.191.203  
Continent: europe  
Country: gb (20)  
US Region: north west  
Timezone: +0.0  
State / Province: Manchester (5)  
DMA:  
MSA / PMSA:  
City: manchester (8)  
Lat. / Lon: 53.4422221 / -2.2408333  
Area Code:  
Postal Code: M4  
ASN: 2856  
Carrier Org: btnet uk regional network  
Top Level Domain: com  
2nd Level Domain: btcentralplus  
AOL Flag: 0

- Reach
  - Indirectly through advertising, not much we can do directly
- Engagement
  - Relevant content drives more clicks and pageviews
  - Localized pages increase the time spent on a site
  - “Increase engagement with relevant content & localized pages”
- Monetization
  - Locally relevant content decreases the clicks to place an order

# Reach Engagement Monetization

IP: 81.158.191.203  
Continent: europe  
Country: gb (20)  
US Region: north west  
Timezone: +0.0  
State / Province: Manchester (5)  
DMA:  
MSA / PMSA:  
City: manchester (8)  
Lat. / Lon: 53.4422221 / -2.2408333  
Area Code:  
Postal Code: M4  
ASN: 2856  
Carrier Org: btnet uk regional network  
Top Level Domain: com  
2nd Level Domain: btcentralplus  
AOL Flag: 0

## ■ Reach

- Indirectly through advertising, not much we can do directly

## ■ Engagement

- Relevant content drives more clicks and pageviews
- Localized pages increase the time spent on a site

“Increase engagement with relevant content & localized pages”

## ■ Monetization

- Locally relevant content decreases the clicks to place an order
- Relevant offers increase the likelihood of purchase

# Reach Engagement Monetization

IP: 81.158.191.203  
Continent: europe  
Country: gb (20)  
US Region: north west  
Timezone: +0.0  
State / Province: Manchester (5)  
DMA:  
MSA / PMSA:  
City: manchester (8)  
Lat. / Lon: 53.4422221 / -2.2408333  
Area Code:  
Postal Code: M4  
ASN: 2856  
Carrier Org: btnet uk regional network  
Top Level Domain: com  
2nd Level Domain: btcentralplus  
AOL Flag: 0

## ■ Reach

- Indirectly through advertising, not much we can do directly

## ■ Engagement

- Relevant content drives more clicks and pageviews
- Localized pages increase the time spent on a site

“Increase engagement with relevant content & localized pages”



## ■ Monetization


- Locally relevant content decreases the clicks to place an order
- Relevant offers increase the likelihood of purchase

“Increase monetization with local content and local offers”

# Content localization and the REM model

IP: 81.158.191.203  
Continent: europe  
Country: gb (20)  
US Region: north west  
Timezone: +0.0  
State / Province: Manchester (5)  
DMA:  
MSA / PMSA:  
City: manchester (8)  
Lat. / Lon: 53.4422221 / -2.2408333  
Area Code:  
Postal Code: M4  
ASN: 2856  
Carrier Org: bnet uk regional network  
Top Level Domain: com  
2nd Level Domain: bnetukplus  
AOL Page: 0

**Continental Airlines**  

United Kingdom - English  Change

Sign In | My Account | Contact Us | Help |

Home | Reservations | Travel Information | Deals & Offers | OnePass Frequent Flyer | Products & Services | About Continental

**Flight** | Hotel | Car | Vacation

☒ Round Trip ☐ One Way ☐ Multiple Destinations

From: (city or airport)  To: (city or airport)

☐ Search Nearby Airports

☐ Find Lower Fare +/- 3 Days

Depart Date:  Time:

Return Date:  Time:

Adults:  Offer Code (optional):

Cabin: ☒ Economy ☐ First/BusinessFirst

Search By: ☒ Price ☐ Schedule ☐ Reward Travel

☐ Nonstop Flights Only

Advanced Search

Children, Country of Purchase...


**Earn 500 miles for booking online.** [Learn More](#)

**HOP ACROSS THE ATLANTIC.**

LONDON HEATHROW to NEW YORK **£506** RETURN

LONDON HEATHROW to HOUSTON **£548** RETURN

[LEARN MORE](#)

 **UK Travel Information**

- Carry-on Baggage
- Travel Notices
- Flight Schedules
- In-flight
- OnePass Programme
- Airport Information
- Special Offers
- Corporate One Business Rewards
- Customer Service
- Travel Documentation Requirements

[Print Boarding Pass](#) [Check Flight Status](#) [OnePass Sign In](#)

Confirmation or OnePass Number:

[More Check-in options](#)

Check-in is available within 24 hours of departure

[Change or View Reservations](#) [See More](#)

Find a Reservation by Confirmation Number

Reservation Type: ☒ Flight ☐ Hotel ☐ Car

Confirmation:  Last Name:

OnePass Sign In

OnePass Number:


PIN:

☐ Remember Me

[Forgot PIN?](#) [Sign In](#)

Not a OnePass member?

[Join OnePass Now](#)

 **Enroll in OnePass**

Start earning valuable miles towards your next trip.


[ENROLL NOW](#)

☒ **Subscribe to receive e-mail offers**

Get the latest news and OnePass offers.

[Subscribe Now](#)

**Discover BusinessFirst**

 [LEARN MORE](#)

Localized lang.  
> engagement

Localized offers  
> monetization

Localized content  
> engagement

# United States Visitor



United States - English [Change](#)

[Sign In](#) | [My Account](#) | [Contact Us](#) | [Help](#)

Type in keyword [Search](#)

[Home](#) | [Reservations](#) | [Travel Information](#) | [Deals & Offers](#) | [OnePass Frequent Flyer](#) | [Products & Services](#) | [About Continental](#)

**Flight** | Hotel | Car | Vacation

☒ Round Trip ☐ One Way [Multiple Destinations](#)

From: (city or airport) To: (city or airport)

☐ Search Nearby Airports

☐ Find Lower Fare +/- 3 Days

Depart Date: Time:

mm/dd/yyyy  Anytime

Return Date: Time:

mm/dd/yyyy  Anytime

Adults: Offer Code (optional):

1

Cabin:

☒ Economy ☐ First/BusinessFirst

Search By:

☒ Price ☐ Schedule ☐ Reward Travel

☐ Nonstop Flights Only

Advanced Search

Children, Country of Purchase...

[Search](#)

**Our Lowest Fare. Guaranteed.**

[Get Details](#)

**Cruise**  
Reservations

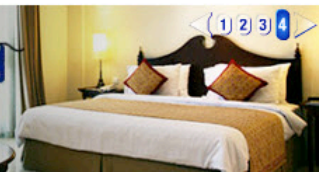


**EARN MORE MILES  
WHILE YOU SLEEP.**

**BEST  
RATE  
GUARANTEED**

500 miles on Best Rate Guaranteed  
hotels through January.

[LEARN MORE](#)



**Latest News  
and Offers**

[Important Notices](#)

[Global Citizenship Report](#)

[2009 OnePass Changes](#)

[BusinessFirst On Sale Now](#)

**Print Boarding Pass**

**Check Flight Status**

Confirmation or OnePass Number:

[Go](#)

[More Check-in options](#)

Check-in is available within 24 hours of departure

**Change or View Reservations** [See More](#)

**Find a Reservation by Confirmation Number**

Reservation Type: ☒ Flight ☐ Hotel ☐ Car

Confirmation: Last Name:

[Go](#)

**OnePass Sign In**

OnePass Number:

PIN:

☐ Remember Me

[Forgot PIN?](#) [Sign In](#)

**Not a OnePass  
member?**

[Join OnePass Now](#)

**Asian Adventures.**

Our lowest fares  
to Asia.



[FIND YOUR FARE](#)

**Hit the slopes.**

Great fares  
to ski  
destinations.



[FIND YOUR FARE](#)

**Apply and Earn up to**

**25,000 Miles**



[LEARN MORE](#)



# Mexico Visitor



Estados Unidos - Español Cambiar

[Iniciar sesión](#) | [Mi Cuenta](#) | [Contáctenos](#) | [Ayuda](#)

[Inicio](#) | [Reservaciones](#) | [Información de Viaje](#) | [Ofertas y Promociones](#) | [Viajero Frecuente OnePass](#) | [Productos y Servicios](#) | [Acerca de Continental](#)

**Vuelo** | **Hotel** | **Auto** | **Vacaciones**

☒ Viaje redondo ☐ Sencillo [Destinos múltiples](#)

Desde:   
(ciudad o aeropuerto)

Hacia:   
(ciudad o aeropuerto)

☐ Buscar aeropuertos cercanos

☐ Encuentre tarifa más baja +/-3 días

Fecha de salida:

Hora:

Fecha de regreso:

Hora:

Adultos:

[Código de oferta](#)

(opcional):

Cabina:

☒ Turista ☐ Primera Clase/BusinessFirst

Buscar por:

☒ Precio ☐ Horario ☐ Viajes de premio

☐ Buscar sólo vuelos sin escala

[Búsqueda avanzada](#)

Niños, país de compra...

**Nuestra tarifa más baja.  
Garantizada.**

[Más detalles](#)

**Cruise  
Reservations**



**CONSIDERE EL MUNDO COMO UN GRAN REGALO.**

Regale viajes con los certificados  
de regalo de continental.com.

[COMPRE AHORA](#)



**Noticias y  
ofertas**

[Tarifas bajas a Londres](#)

[Avisos importantes](#)

[Actualizaciones sobre equipaje](#)

[Gane una experiencia única en la vida](#)

**Pase de abordar**

**Estado del vuelo**

Confirmación o número OnePass:

[Más opciones para registrarse](#)

El registro de vuelo está disponible 24 horas antes de la salida

[Cambiar o ver reservaciones](#)

[Ver más](#)

**Localizar una reservación por número de confirmación**

Tipo de reservación: ☒ Vuelo ☐ Hotel

☐ Auto

Confirmación: Apellido:

**Ingresar a OnePass**

Número OnePass:

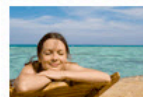
PIN:

☐ Recordarme

[¿Olvidó su PIN?](#)

**¿No es socio OnePass?**

**Relájese en Hawaii.**



[ENCUENTRE SU TARIFA](#)

**Continental Airlines.**

Ver más sobre los centros de operación en NY/Newark, Houston y Cleveland.



[VER MÁS](#)

**Horario.**

Vea cuando volamos o descargue nuestro horario a su PC o PDA.



[VER MÁS](#)

Vol

Hôtel

Voiture

☒ Aller-retour
 ☐ Aller simple

[Plusieurs destinations](#)

De: (ville ou aéroport)    Vers: (ville ou aéroport)

☐ Rechercher les aéroports proches  
☐ Trouver des tarifs moins élevés dans +/- 3 jours

Date de départ :    Heure :  
/mm/aaaa     Heure indifférent

Date de retour :    Heure :  
/mm/aaaa     Heure indifférent

Adultes :    [Code de l'offre](#)  
    (facultatif):

Cabine :  
☒ Économie  
☐ Première classe/BusinessFirst

Rechercher par :  
☒ Prix    ☐ Programme  
☐ Voyage de récompense

☐ Vols sans escale uniquement  
 Recherche avancée  
 Enfants, pays d'achat...

[Rechercher](#)

Gagnez 500 miles en réservant en ligne.

[En savoir plus](#)

## DECouvrez CE QU'IL Y A DE NOUVEAU A NEW YORK.

Chaque jour, plus de 450 vols directs vers Big Apple.

A VOUS DE CHOISIR VOTRE TARIF

**Latest News and Offers**

- Avis Importants
- Rendez notre monde plus agréable
- Dernières informations sur les bagages
- Gagnez des miles avec nos partenaires

**Carte d'embarquement**

Numéro de confirmation ou numéro OnePass :

[Rechercher](#)

**Plus d'options d'enregistrement**  
 Enregistrement possible dans les 24 heures précédant le départ

[Afficher les réservations](#)    [En afficher plus](#)

**Trouver une réservation par son numéro de confirmation**

Type de réservation : ☒ Vol    ☐ Hôtel  
☐ Voiture

Confirmation :    Nom de famille :  
        [Rechercher](#)

**Connexion OnePass**

Numéro OnePass :

PIN :

☐ Se souvenir de moi

[Code PIN oublié ?](#)

[vous connecter](#)

**Vous n'êtes pas adhérent OnePass ?**

[Adhérer à OnePass](#)

**Évitez les mauvaises surprises à l'aéroport.**

Vérifiez que vos bagages remplissent les conditions de taille et de poids.



[POUR EN SAVOIR PLUS](#)

**Information sur les aéroports.**


Informez-vous sur nos hubs de NY/Newark, Houston et Cleveland.



[POUR EN SAVOIR PLUS](#)

**VWP pour les voyages aux USA.**

Assurez-vous d'avoir un ESTA confirmé avant de partir pour les USA.



[EN SAVOIR PLUS](#)

# Japan Visitor



中国 - 简体中文 [Change](#)

[登录](#) | [我的帐户](#) | [联系我们](#) | [帮助](#)

输入关键字

[搜索](#)

[主页](#) | [预订](#) | [旅游信息](#) | [优惠促销](#) | [OnePass 常旅客](#) | [产品和服务](#) | [关于美国大陆航空](#)

## 航班

☒ 往返旅行 ☐ 单程旅行 [多个目的地](#)

从: (城市或机场) 目的地: (城市或机场)

☐ 搜索附近的机场

☐ 找到过去 3 天或未来 3 天内的低价机票

起飞日期: 时间:

月/日/年

返航日期: 时间:

月/日/年

成人: 优惠代码: (可选):

1

舱位:

☒ 经济舱 ☐ 头等舱/商务头等舱

搜索条件:

☒ 价格 ☐ 时间表 ☐ 奖励旅行

☐ 只限直达航班

高级搜索

儿童, 购买国家/地区...

[搜索](#)

网上预订即可赢取 500 英里里程。

[了解更多](#)

## 从不走弯路 北京直飞纽约

带您感受与众不同的“大苹果”!

[了解详细信息](#)

Jarvis, 乘务员

纽约

最新消息  
和优惠

[重要提示](#)

[查看我们的飞行航线](#)

[查询我们的航班时间表](#)

[了解行李规定的最新信息](#)

打印登机牌

查看航班状态

确认或 OnePass 编号:

[提交](#)

[更多办理登机手续选项](#)

请在航班起飞前 24 小时内办理登机手续

[更改或查看预订](#) [查看更多信息](#)

通过输入确认编号查找预订

预订类型: ☒ 航班 ☐ 酒店 ☐ 汽车

确认: 姓氏:

[查找](#)

OnePass 登录

OnePass 编号:

PIN:

☐ 记住我

[忘记密码](#) [注册](#)

不是 OnePass 会员?

[现在加入 OnePass](#)

行李信息

避免在机场发生延误  
请确定您的行李尺寸和重量。



[了解详细信息](#)

机场信息

更多了解  
关于我们的枢纽航站  
纽约/纽瓦克,  
休斯顿, 克利夫兰。



[了解详细信息](#)

时刻表

旅行前, 请确认我们的起飞时间。



[了解详细信息](#)

# United Kingdom Visitor



United Kingdom - English [Change](#)

[Sign In](#) | [My Account](#) | [Contact Us](#) | [Help](#)

Type in keyword

[Home](#) | [Reservations](#) | [Travel Information](#) | [Deals & Offers](#) | [OnePass Frequent Flyer](#) | [Products & Services](#) | [About Continental](#)

**Flight** | Hotel | Car | Vacation

☒ Round Trip ☐ One Way [Multiple Destinations](#)

From: (city or airport)  To: (city or airport)

☐ Search Nearby Airports

☐ Find Lower Fare +/- 3 Days

Depart Date:  Time:

Return Date:  Time:

Adults:

Offer Code (optional):

Cabin: ☒ Economy ☐ First/BusinessFirst

Search By: ☒ Price ☐ Schedule ☐ Reward Travel

☐ Nonstop Flights Only

[Advanced Search](#)

Children, Country of Purchase...

**Earn 500 miles for booking online.** [Learn More](#)

## HOP ACROSS THE ATLANTIC.

LONDON HEATHROW  
to NEW YORK **£258**  
RETURN

LONDON HEATHROW  
to HOUSTON **£282**  
RETURN



## UK Travel Information

- Carry-on Baggage
- Travel Notices
- Flight Schedules
- In-flight
- OnePass Programme
- Airport Information
- Special Offers
- CorporateOne Business Rewards
- Customer Service
- Travel Documentation Requirements

### Print Boarding Pass

### Check Flight Status

Confirmation **or** OnePass Number:

#### [More Check-in options](#)

Check-in is available within 24 hours of departure

### OnePass Sign In

OnePass Number:

PIN:

☐ Remember Me

[Forgot PIN?](#)

Not a OnePass member?

[Join OnePass Now](#)

### Change or View Reservations [See More](#)

#### Find a Reservation by Confirmation Number

Reservation Type: ☒ Flight ☐ Hotel ☐ Car

Confirmation:  Last Name:

Continental Airlines  
**OnePass**

**Enroll in OnePass**  
Start earning valuable miles towards your next trip.

[ENROLL NOW](#)

**Double miles to the U.S.**

Earn double miles between Bristol and New York.

[REGISTER NOW](#)

**Discover BusinessFirst**



[LEARN MORE](#)



# How Did They Do It ?

## ■ IP Geolocation

- The process of automatically identifying a Web user's physical location, from their IP address, without that user having to provide any information, such as a ZIP code
  - Down to a country, state or even city – 20-50 mile radius
  - In real-time
  - Works on all web browsers
  - Non-invasive – no cookies or privacy issues

# City Banner Ads – Led to 200% Conversion Increase



United States - English Change

[Sign In](#) | [My Account](#) | [Contact Us](#) | [Help](#)

Type in keyword

[Home](#) | [Reservations](#) | [Travel Information](#) | [Deals & Offers](#) | [OnePass Frequent Flyer](#) | [Products & Services](#) | [About Continental](#)

**Flight** **Hotel** **Car** **Vacation**

☒ Round Trip ☐ One Way [Multiple Destinations](#)

From: (city or airport)  To: (city or airport)

☐ Search Nearby Airports

☐ Find Lower Fare +/- 3 Days

Depart Date:  Time:

Return Date:  Time:

Adults:  Offer Code (optional):

Cabin: ☒ Economy ☐ First/BusinessFirst

Search By: ☒ Price ☐ Schedule ☐ Reward Travel

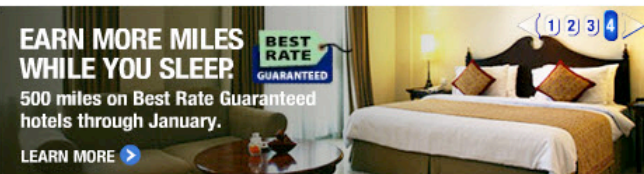
☐ Nonstop Flights Only

[Advanced Search](#)

Children, Country of Purchase...

**Our Lowest Fare. Guaranteed.**

[Get Details](#)



**Latest News and Offers**

[Important Notices](#)

[2009 OnePass Changes](#)

[Global Citizenship Report](#)

[BusinessFirst On Sale Now](#)

[Print Boarding Pass](#)

[Check Flight Status](#)

Confirmation or OnePass Number:

[More Check-in options](#)

Check-in is available within 24 hours of departure

[Change or View Reservations](#)

[See More](#)

[Find a Reservation by Confirmation Number](#)

Reservation Type: ☒ Flight ☐ Hotel ☐ Car

Confirmation: Last Name:

**OnePass Sign In**

OnePass Number:

PIN:

☐ Remember Me

[Forgot PIN?](#)

**Not a OnePass member?**

[Join OnePass Now](#)

**Asian Adventures.**  
Our lowest fares to Asia.



[FIND YOUR FARE](#)

**Hit the slopes.**

Great fares to ski destinations.



[FIND YOUR FARE](#)

**Apply and Earn up to**

**25,000 Miles**



[LEARN MORE](#)

# City Banner Ads – Led to 200% Conversion Increase



United States - English Change

[Sign In](#) | [My Account](#) | [Contact Us](#) | [Help](#)

Type in keyword

[Home](#) | [Reservations](#) | [Travel Information](#) | [Deals & Offers](#) | [OnePass Frequent Flyer](#) | [Products & Services](#) | [About Continental](#)

**Flight** **Hotel** **Car** **Vacation**

☒ Round Trip ☐ One Way [Multiple Destinations](#)

From: (city or airport)  To: (city or airport)

☐ Search Nearby Airports

☐ Find Lower Fare +/- 3 Days

Depart Date:  Time:

Return Date:  Time:

Adults:  Offer Code (optional):

Cabin: ☒ Economy ☐ First/BusinessFirst

Search By: ☒ Price ☐ Schedule ☐ Reward Travel

☐ Nonstop Flights Only

[Advanced Search](#)

Children, Country of Purchase...

**Our Lowest Fare. Guaranteed.**

[Get Details](#)

**Cruise Reservations**

**EARN MORE MILES WHILE YOU SLEEP.**

**BEST RATE GUARANTEED**

500 miles on Best Rate Guaranteed hotels through January.

[LEARN MORE](#)

#### Latest News and Offers

[Important Notices](#)

[2009 OnePass Changes](#)

[Global Citizenship Report](#)

[BusinessFirst On Sale Now](#)

#### Print Boarding Pass

#### Check Flight Status

Confirmation or OnePass Number:

#### More Check-in options

Check-in is available within 24 hours of departure

#### Change or View Reservations

[See More](#)

#### Find a Reservation by Confirmation Number

Reservation Type: ☒ Flight ☐ Hotel ☐ Car

Confirmation: Last Name:

#### OnePass Sign In

OnePass Number:

PIN:

☐ Remember Me

[Forgot PIN?](#)

**Not a OnePass member?**

[Join OnePass Now](#)

**Asian Adventures.**

Our lowest fares to Asia.

[FIND YOUR FARE](#)

**Hit the slopes.**

Great fares to ski destinations.

[FIND YOUR FARE](#)

**Apply and Earn up to 25,000 Miles**

[LEARN MORE](#)

← General banner

# City Banner Ads – Led to 200% Conversion Increase



United States - English Change

[Sign In](#) | [My Account](#) | [Contact Us](#) | [Help](#)

Type in keyword

[Search](#)

[Home](#) | [Reservations](#) | [Travel Information](#) | [Deals & Offers](#) | [OnePass Frequent Flyer](#) | [Products & Services](#) | [About Continental](#)

**Flight** | **Hotel** | **Car** | **Vacation**

☒ Round Trip ☐ One Way [Multiple Destinations](#)

From: (city or airport)  To: (city or airport)

☐ Search Nearby Airports

☐ Find Lower Fare +/- 3 Days

Depart Date:  Time:

Return Date:  Time:

Adults:  Offer Code (optional):

Cabin: ☒ Economy ☐ First/BusinessFirst

Search By: ☒ Price ☐ Schedule ☐ Reward Travel

☐ Nonstop Flights Only

[Advanced Search](#)

Children, Country of Purchase...

[Search](#)

**HOLIDAY DEALS FROM  
NEW YORK / NEWARK.**

Chill out with our winter fares.

AS LOW AS  
**\$39**  
EACH WAY\*

[BOOK NOW](#)

\* Some restrictions, taxes, fees, applicable bag charges and round-trip travel apply.

**Latest News  
and Offers**

[Important Notices](#)

[Global Citizenship Report](#)

[2009 OnePass Changes](#)

[BusinessFirst On Sale Now](#)

[Print Boarding Pass](#)

[Check Flight Status](#)

Confirmation or OnePass Number:

[Go](#)

[More Check-in options](#)

Check-in is available within 24 hours of departure

[Change or View Reservations](#)

[See More](#)

[Find a Reservation by Confirmation Number](#)

Reservation Type: ☒ Flight ☐ Hotel ☐ Car

Confirmation: Last Name:

[Go](#)

**OnePass Sign In**

OnePass Number:

PIN:

☐ Remember Me

[Forgot PIN?](#) [Sign In](#)

**Not a OnePass  
member?**

[Join OnePass Now](#)

**Our Lowest Fare. Guaranteed.**

[Get Details](#)

**Cruise  
Reservations**



**Asian Adventures.**  
Our lowest fares  
to Asia.



[FIND YOUR FARE](#)

**Hit the slopes.**

Great fares  
to ski  
destinations.



[FIND YOUR FARE](#)

**Apply and Earn up to**

**25,000**  
Miles






[LEARN MORE](#)

← New York visitors



# City Banner Ads – Led to 200% Conversion Increase

Continental Airlines  

United States - English  Change

Sign In | My Account | Contact Us | Help

Home | Reservations | Travel Information | Deals & Offers | OnePass Frequent Flyer | Products & Services | About Continental

**Flight** | Hotel | Car | Vacation

☒ Round Trip ☐ One Way [Multiple Destinations](#)

From: (city or airport)  To: (city or airport)

☐ Search Nearby Airports

☐ Find Lower Fare +/- 3 Days

Depart Date:  Time:

Return Date:  Time:

Adults:  Offer Code (optional):

Cabin: ☒ Economy ☐ First/BusinessFirst

Search By: ☒ Price ☐ Schedule ☐ Reward Travel


☐ Nonstop Flights Only

[Advanced Search](#)

Children, Country of Purchase...

**Our Lowest Fare. Guaranteed.**

[Get Details](#)

**Cruise Reservations** 

**GREAT FARES FROM CLEVELAND**  
starting as low as **\$66**  
EACH WAY \*  
[BOOK NOW](#)

\* Some restrictions, taxes, fees, applicable bag charges and round-trip travel apply.

**Latest News and Offers**

- [Important Notices](#)
- [2009 OnePass Changes](#)
- [Global Citizenship Report](#)
- [BusinessFirst On Sale Now](#)

[Print Boarding Pass](#) [Check Flight Status](#)

Confirmation or OnePass Number:

[More Check-in options](#)  
Check-in is available within 24 hours of departure

[Change or View Reservations](#) [See More](#)

[Find a Reservation by Confirmation Number](#)

Reservation Type: ☒ Flight ☐ Hotel ☐ Car

Confirmation: Last Name:

**OnePass Sign In**

OnePass Number:


PIN:


☐ Remember Me


[Forgot PIN?](#) [Sign In](#)

**Not a OnePass member?**

[Join OnePass Now](#)

**Asian Adventures.**  
Our lowest fares to Asia.  
  
[FIND YOUR FARE](#)

**Hit the slopes.**  
Great fares to ski destinations.  
  
[FIND YOUR FARE](#)

**Apply and Earn up to 25,000 Miles**  
  
[LEARN MORE](#)

← **Cleveland visitors**

# City Banner Ads – Led to 200% Conversion Increase



United States - English Change

[Sign In](#) | [My Account](#) | [Contact Us](#) | [Help](#)

Type in keyword

[Home](#) | [Reservations](#) | [Travel Information](#) | [Deals & Offers](#) | [OnePass Frequent Flyer](#) | [Products & Services](#) | [About Continental](#)

**Flight** | Hotel | Car | Vacation

☒ Round Trip ☐ One Way [Multiple Destinations](#)

From: (city or airport)  To: (city or airport)

☐ Search Nearby Airports

☐ Find Lower Fare +/- 3 Days

Depart Date:  Time:

Return Date:  Time:

Adults:  Offer Code (optional):

Cabin: ☒ Economy ☐ First/BusinessFirst

Search By: ☒ Price ☐ Schedule ☐ Reward Travel

☐ Nonstop Flights Only

[Advanced Search](#)

Children, Country of Purchase...

**Our Lowest Fare. Guaranteed.**

[Get Details](#)



**EN FLORIDA LA DIVERSIÓN NUNCA TERMINA.**

Viaje a Florida esta primavera.

DESDE **\$59** POR VIAJE \*

[COMPRE AHORA](#)

\*Se aplican algunas restricciones, impuestos, tarifas, cargos de equipaje aplicables y se requiere la compra de un viaje redondo.

**Latest News and Offers**

[Important Notices](#)

[Global Citizenship Report](#)

[2009 OnePass Changes](#)

[BusinessFirst On Sale Now](#)

[Print Boarding Pass](#)

[Check Flight Status](#)

Confirmation or OnePass Number:

[More Check-in options](#)

Check-in is available within 24 hours of departure

[Change or View Reservations](#)

[See More](#)

[Find a Reservation by Confirmation Number](#)

Reservation Type: ☒ Flight ☐ Hotel ☐ Car

Confirmation: Last Name:

**OnePass Sign In**

OnePass Number:

PIN:

☐ Remember Me

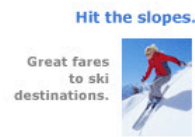
[Forgot PIN?](#)

**Not a OnePass member?**

[Join OnePass Now](#)



[FIND YOUR FARE](#)




[FIND YOUR FARE](#)




[LEARN MORE](#)

← **Miami visitors**

# City Banner Ads – Led to 200% Conversion Increase

Continental Airlines 

United States - English  Change

Sign In | My Account | Contact Us | Help

Home | Reservations | Travel Information | Deals & Offers | OnePass Frequent Flyer | Products & Services | About Continental

**Flight** | Hotel | Car | Vacation

☒ Round Trip ☐ One Way [Multiple Destinations](#)

From: (city or airport)  To: (city or airport)

☐ Search Nearby Airports

☐ Find Lower Fare +/- 3 Days

Depart Date:  Time:

Return Date:  Time:

Adults:  Offer Code (optional):

Cabin: ☒ Economy ☐ First/BusinessFirst

Search By: ☒ Price ☐ Schedule ☐ Reward Travel


☐ Nonstop Flights Only

[Advanced Search](#)

Children, Country of Purchase...

**Our Lowest Fare. Guaranteed.**

[Get Details](#)


**Cruise Reservations** 

**START THE NEW YEAR OFF RIGHT.**

Take advantage of our low fares from Houston. **STARTING AT \$89 EACH WAY\***

[BOOK NOW](#)

\* Some restrictions, taxes, fees, applicable bag charges and round-trip travel apply.



Latest News and Offers

- Important Notices
- 2009 OnePass Changes
- Global Citizenship Report
- BusinessFirst On Sale Now

[Print Boarding Pass](#) [Check Flight Status](#)

Confirmation or OnePass Number:

[More Check-in options](#)

Check-in is available within 24 hours of departure

[Change or View Reservations](#) [See More](#)

**Find a Reservation by Confirmation Number**

Reservation Type: ☒ Flight ☐ Hotel ☐ Car

Confirmation: Last Name:

**OnePass Sign In**

OnePass Number:

PIN:

☐ Remember Me


[Forgot PIN?](#)

**Not a OnePass member?**

[Join OnePass Now](#)

**Asian Adventures.**


Our lowest fares to Asia.



[FIND YOUR FARE](#)


**Hit the slopes.**

Great fares to ski destinations.



[FIND YOUR FARE](#)

**Apply and Earn up to 25,000 Miles**



[LEARN MORE](#)

← Houston visitors



# Localize Google PPC Ads and Landing Pages

Google

Sponsored Links



**Algebra Tutor**  
Find a Great **Algebra Tutor** Near You  
& Schedule Your First Lesson Today!  
[www.WyzAnt.com](http://www.WyzAnt.com)

**Math Tutoring**  
Help your child succeed in math.  
Math **tutoring**, in-center or online.  
[sylvan.learning-centers.com](http://sylvan.learning-centers.com)

**138 MOUNTAIN VIEW, CA ALGEBRA 1 TUTORS**

SEARCH  Zip:  Radius:  Mi.

Tutors > Within 40 mi > algebra 1 (x) > Mountain View, CA First 1 2 3

	NAME	BIO	SUBJECTS
	<a href="#">Philip C. From Sunnyvale, CA</a>	As a former graduate of both UC Berkeley and Stanford, I can help you succeed in both your school works and get a head start in your college planning (including the application process, personal essays, exam preparation, interviews, and scholarship/f... <a href="#">(more)</a>	ACT - algebra 1 - algebra 2 - C++ - calculus - chemistry - English - geometry - java - physics - prealgebra - precalculus - SAT math - SAT reading - trigonometry - writing <a href="#">(more)</a>
	<a href="#">Samuel H. From Palo Alto, CA</a>	I graduated from Stanford University in June of 2008 with a Bachelor's Degree in chemistry and a focus in biochemistry. At Stanford I excelled in a wide range of courses from chemistry and biochemistry, to biology, physics, and mathematics. I gradu... <a href="#">(more)</a>	ACT - algebra 1 - algebra 2 - American history - biochemistry - biology - calculus - chemistry - English - geography - geometry - grammar - java - physics - prealgebra - precalculus - reading - SAT math - SAT reading - trigonometry <a href="#">(more)</a>

# Localize Testimonials, Jobs and More!

## WORK HARD, WORK SMART: USE ME TO BEAT YOUR COMPETITION! - SUNNYVALE, CA (94087)



[Add Philip to My Tutors](#)

PHILIP C.

### EXPERIENCE

[Email the Tutor](#) ➔

**Undergrad:** UC Berkeley

**Grad 1:** Masters, Stanford University

**Tutors Out Of:** Sunnyvale, CA (94087)

**Travel Radius:** 25 miles

**Tutoring Certifications:** ACT - algebra 1 - algebra 2 - C++ - calculus - chemistry - English - geometry - java - physics - prealgebra - precalculus - SAT math - SAT reading - trigonometry - writing

**Tutor's Fee Per Hour:** \$36.00 \* with a 10% discount after purchasing \$360

[Email Philip from Sunnyvale today!](#)

## Localized tutors

### TUTOR TESTIMONIALS



Wyzant is quite arguably one the best tutoring services around. Not only is it convenient, but the students that use Wyzant have a desire to learn, and thus are great pupils to work with. It is also well organized and safe, as setting up and managing tutoring sessions is very simple. It is one of the fastest growing services and I am proud to say that I am a part of it. [\(more\)](#)

[- John V. from Hayward, CA](#)

## Localized testimonials

### TUTORING JOBS NEAR MOUNTAIN VIEW, CA

[prealgebra in San Jose, CA](#)

[chemistry in Fremont, CA](#)

[accountancy in Fremont, CA](#)

[accountancy in Fremont, CA](#)

[chemistry in Fremont, CA](#)

[C++ in Los Altos, CA](#)

[Portuguese in Berkeley, CA](#)


[Spanish in Alameda, CA](#)

[Italian in San Carlos, CA](#)

[accountancy in San Francisco, CA](#)

## Localized job listings

# Automatically Fill Location in Forms

Become a Tutor

All Subjects Zip: 94041 Radius: 40 Mi.

[Home](#) [Search](#) [Students](#) [Tutors](#) [WyzAnt](#) [My Account](#) [Sign In](#)

### FIND A TUTOR

All Categories

All Subjects

Zip: 94041

Radius: 40 Mi.

SEARCH

### LESSON CATEGORIES

[Art](#)

[Business](#)


## TUTORING MADE FUN AND EASY

### IN-HOME TUTORING SERVICE

WyzAnt Home Tutoring Service makes it easy to [find an in-home tutor](#). Get homework help, learn a new [language](#) or find [piano teachers](#). WyzAnt tutoring service has 15,430 tutors in all academic subjects, foreign languages and test prep. (We also have [thousands of in-home music teachers](#) for lessons). Whether your child needs a [math tutor](#) for homework help or you want to [learn guitar](#), WyzAnt tutoring service has a great tutor who can help. Browse tutor profiles to find the perfect tutor, email tutors directly with your questions, and pay for your tutoring lessons.

### SUCCESS STORY

#### FEATURE TESTIMONIAL



Isela took care to find out exactly what my objectives are for our lessons. She has clear ideas about how to move forward and help me achieve my objectives. She is an experienced tutor and very pers...

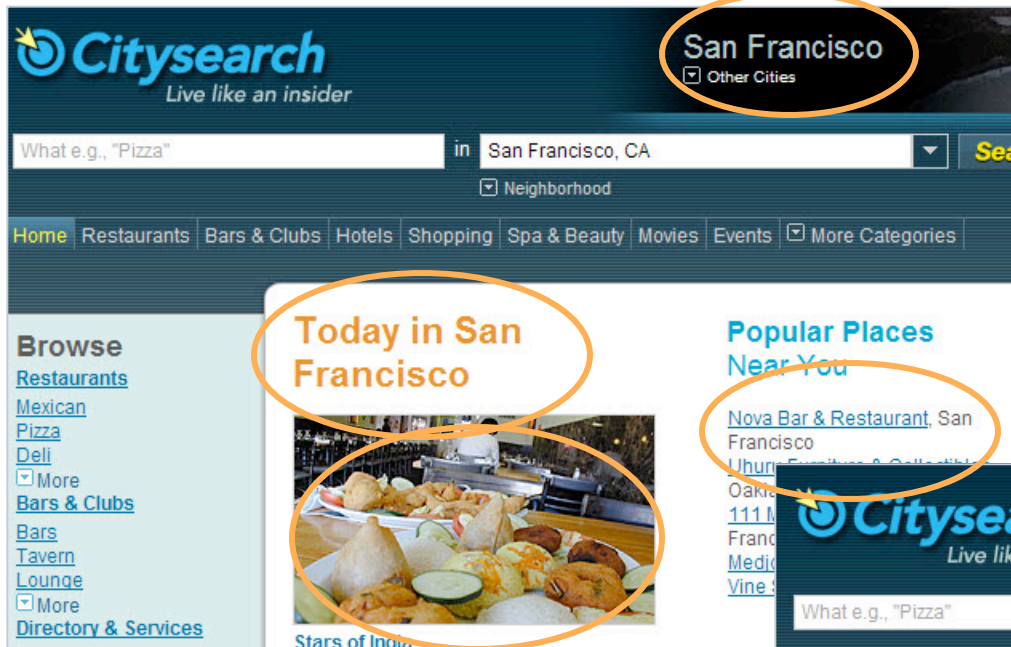
-Patricia C. from Fremont, CA  
[About Isela F.](#)

[More testimonials!](#)

### WANT TO TEACH?

WANT PART TIME JOBS?

# Localize Events, Restaurants



The screenshot shows the Citysearch website interface for San Francisco. The header includes the Citysearch logo with the tagline "Live like an insider" and a location selector set to "San Francisco" with a dropdown arrow and a checkbox for "Other Cities". Below the header is a search bar with the placeholder text "What e.g., 'Pizza'" and a dropdown menu showing "San Francisco, CA". A navigation bar contains links for Home, Restaurants, Bars & Clubs, Hotels, Shopping, Spa & Beauty, Movies, Events, and More Categories. On the left, a "Browse" section lists categories like Restaurants, Mexican, Pizza, Deli, Bars & Clubs, Bars, Tavern, Lounge, and Directory & Services. The main content area features a "Today in San Francisco" section with a photo of food and a "Popular Places Near You" section listing "Nova Bar & Restaurant, San Francisco".

**Citysearch**  
Live like an insider

San Francisco  
☒ Other Cities

What e.g., "Pizza" in San Francisco, CA

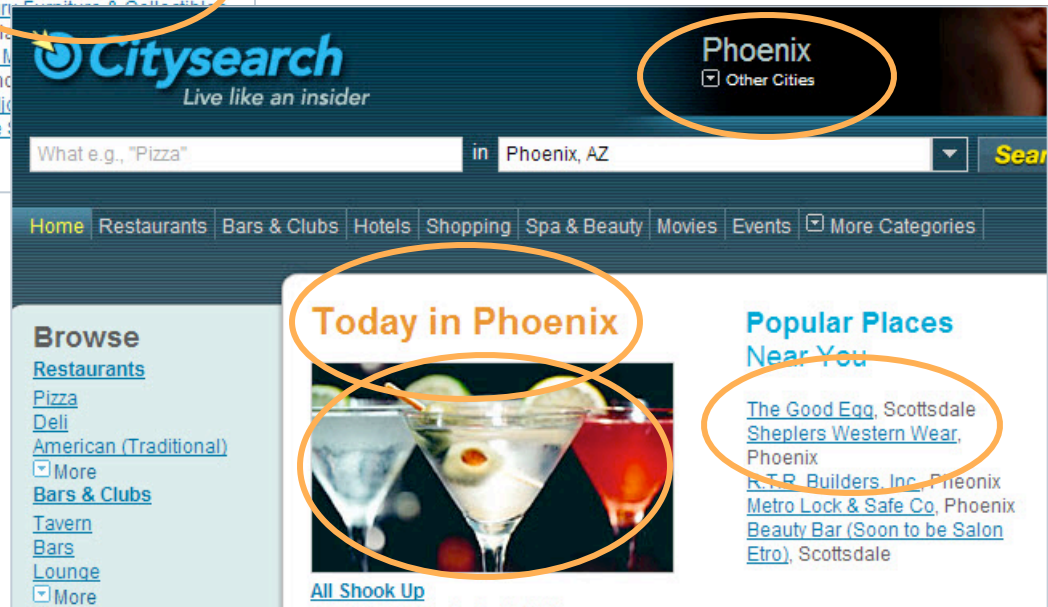
☒ Neighborhood

Home Restaurants Bars & Clubs Hotels Shopping Spa & Beauty Movies Events ☒ More Categories

**Browse**  
[Restaurants](#)  
[Mexican](#)  
[Pizza](#)  
[Deli](#)  
☒ More  
[Bars & Clubs](#)  
[Bars](#)  
[Tavern](#)  
[Lounge](#)  
☒ More  
[Directory & Services](#)

**Today in San Francisco**

**Popular Places Near You**  
[Nova Bar & Restaurant, San Francisco](#)



The screenshot shows the Citysearch website interface for Phoenix. The header includes the Citysearch logo with the tagline "Live like an insider" and a location selector set to "Phoenix" with a dropdown arrow and a checkbox for "Other Cities". Below the header is a search bar with the placeholder text "What e.g., 'Pizza'" and a dropdown menu showing "Phoenix, AZ". A navigation bar contains links for Home, Restaurants, Bars & Clubs, Hotels, Shopping, Spa & Beauty, Movies, Events, and More Categories. On the left, a "Browse" section lists categories like Restaurants, Pizza, Deli, American (Traditional), Bars & Clubs, Tavern, Bars, Lounge, and More. The main content area features a "Today in Phoenix" section with a photo of cocktails and a "Popular Places Near You" section listing "The Good Egg, Scottsdale", "Sheplers Western Wear, Phoenix", "R.T.R. Builders, Inc., Phoenix", "Metro Lock & Safe Co, Phoenix", "Beauty Bar (Soon to be Salon Eto), Scottsdale", and "All Shook Up".

**Citysearch**  
Live like an insider

Phoenix  
☒ Other Cities

What e.g., "Pizza" in Phoenix, AZ

Home Restaurants Bars & Clubs Hotels Shopping Spa & Beauty Movies Events ☒ More Categories

**Browse**  
[Restaurants](#)  
[Pizza](#)  
[Deli](#)  
[American \(Traditional\)](#)  
☒ More  
[Bars & Clubs](#)  
[Tavern](#)  
[Bars](#)  
[Lounge](#)  
☒ More

**Today in Phoenix**

**Popular Places Near You**  
[The Good Egg, Scottsdale](#)  
[Sheplers Western Wear, Phoenix](#)  
[R.T.R. Builders, Inc., Phoenix](#)  
[Metro Lock & Safe Co, Phoenix](#)  
[Beauty Bar \(Soon to be Salon Eto\), Scottsdale](#)  
[All Shook Up](#)

# Publishers and Advertisers



IP: 81.158.191.203  
Continent: europe  
Country: gb (20)  
US Region: north west  
Timezone: +0.0  
State / Province: Manchester (5)  
DMA:  
MSA / PMSA:  
City: manchester (5)  
Lat. / Lon: 53.44222221 / -2.24083333  
Area Code:  
Postal Code: M4  
ASN: 2856  
Carrier Org: btnet uk regional network  
Top Level Domain: com  
2nd Level Domain: btcentralplus  
AOL Flag: 0  
Routing Method: anonymizer  
Connection Type: dsl  
Connection Speed: medium  
Anonymizer Status: active

QUOVA®



From Examiners:

Transportation

Gadgets & Tech

Relationships

## Subaru's Hybrid Tourer Concept does the hybrid dance



Auto Industry Examiner

My Bio · Articles



Subaru has failed to impress with some of the production vehicles it's debuting at this year's Tokyo Motor Show. Its "A-Line Carbon" STI features a carbon fiber roof and an automatic gearbox, while the Exiga 2.0GT...

[Keep Reading »](#)

[Browse more Transportation articles »](#)

## Things to see and do

Today

TUE 06

WED 07

THU 08

[Carrot Top](#)



Oct 05 2009  
8:00 pm  
[Comedy»](#)



[Conversation With Chicago: Contempo...](#)



[Chicago: You Are Here](#)

[See all Events »](#)

## Microfinance Empowers

Join us in enabling the poorest of the poor to improve their own lives

[www.GrameenFoundation.org](http://www.GrameenFoundation.org)

Public Service Ads by Google

## Examiner.com Fall Cookbook



Examiners serve up 300+ recipes to fulfill those fall cravings and spice up the palate.

Know your community? [Be an Examiner »](#)

## National & World News

- [White House: US won't pull out of Afghanistan](#) (Associated Press)
- [Pakistan Taliban head cracks jokes, vows vengeance](#) (Associated Press)
- [Sources: Terror suspect contacted senior al-Qaida](#) (Associated Press)
- [Obama pitches health care plan in front of doctors](#) (Associated Press)
- [Report: NKorea nearly restores nuclear facilities](#) (Associated Press)

[MORE](#)

109 cities across the country!

Select your city

Search articles from thousands of Examiners



Search

[Home](#)
[Entertainment](#)
[Business](#)
[Family & Home](#)
[Life](#)
[News & Politics](#)
[Sports & Recreation](#)
\* [Write for us](#)

From Examiners:

[Restaurants](#)[Games & Hobbies](#)[Religion](#)[Society & Culture](#)

## Santiago's breakfast burritos are fast, cheap, and amazing.



Denver Cheap Eats Examiner

[My Bio](#) · [Articles](#)

There is plenty of Mexican food in Denver. It seems nearly ever restaurant in town, regardless of what kind of restaurant it is, will at the very least serve a green chile burrito. This is, for the most part, a culinary... [Keep Reading »](#)

[Browse more Restaurants articles »](#)

### Local News

- AP Sources: NYC Suspect Contacted Senior Al-Qaida (CBS4Denver.com)
- Vail Drops To No. 3 In Ski Magazine Rankings (CBS4Denver.com)
- LaPorte Man Pleads Guilty To Marijuana Charge (CBS4Denver.com)

[MORE](#)

### Things to see and do

Today

TUE  
06WED  
07THU  
08[▶](#)

Margaret Cho



Oct 05 2009  
7:30 pm  
[Comedy»](#)



Juliette Lewis



Tropical Odyssey: A  
Journey in Cons...

[See all Events »](#)

### Examiner.com Fall Cookbook

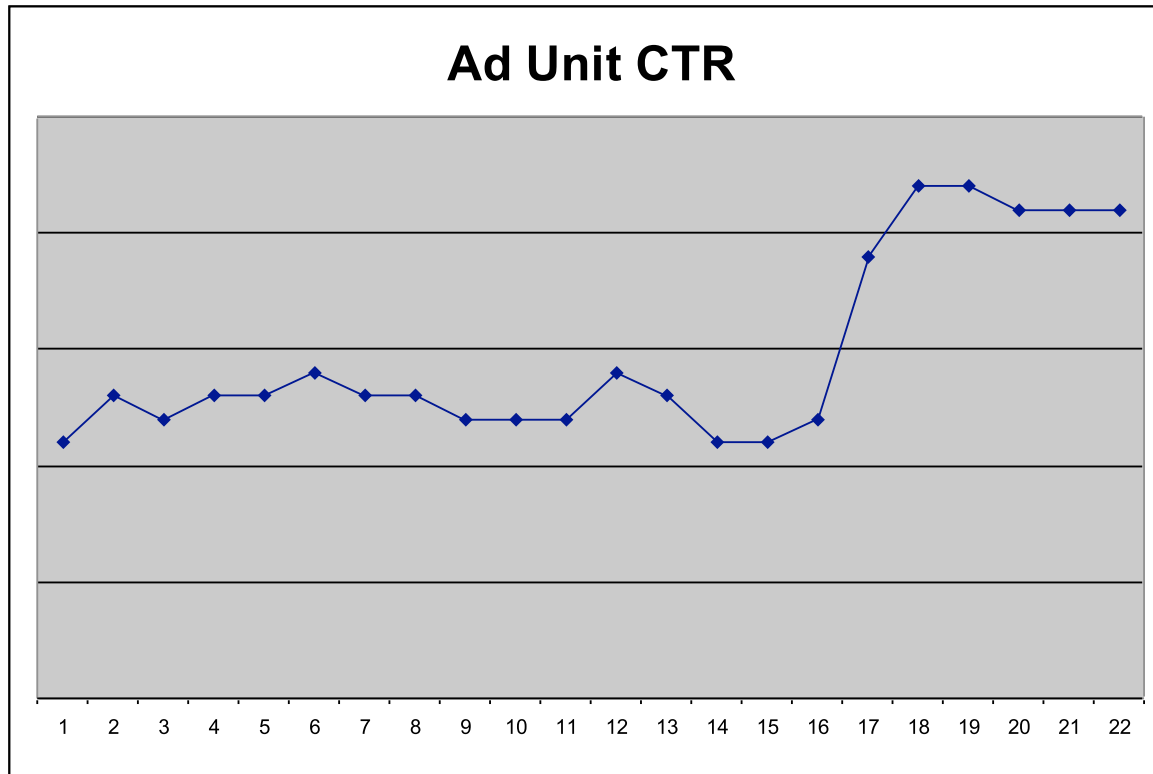


Examiners serve up 300+ recipes to fulfill those fall cravings and spice up the palate.

[Know your community? Be an Examiner »](#)

# Local Advertising

Adjustments to ad targeting by topic and location resulted in a **doubling of clickthrough rates** overnight



# National



# Denver



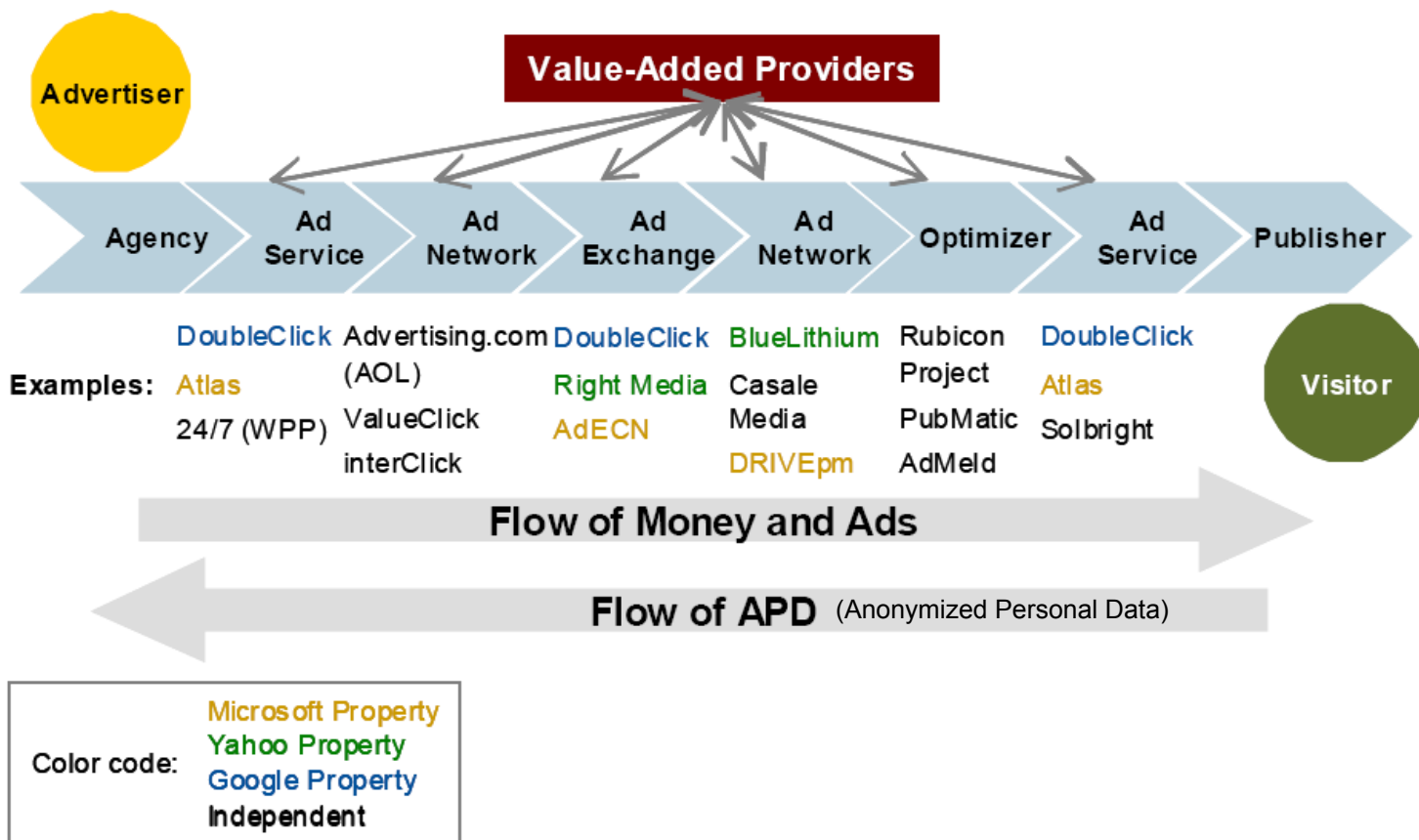
# Here's What You Can Do if You Know Where!

- Direct PPC ad traffic to localized landing pages
- Show your visitors the nearest store, agent, or service center
- Present prices in Euros instead of US dollars
- Show products relevant to visitor's location (summer vs. winter)
- Automatically re-direct international traffic to a translated site
- Offer online coupons for your local offline stores
- Show visitors the local news, weather, events
- Restrict access to digital content to comply with license and copyright agreements
- Push merchandise to visitors in areas where stores have excess inventory
- Change banner ads to offer geographic-related promotions, i.e. flights from Chicago
- Ensure visitors in embargoed areas are restricted from accessing certain products
- Comply with FDA regulations by controlling access to drug marketing information
- Show only the brands you can legally promote and market in each country
- Automatically direct traffic to local store location
- Promote local store sales and events to drive traffic
- Analyze campaign results by tracking online activity in launch cities
- Serve rich media ads to users with high-speed connections
- Test products on a market-by-market basis
- Build geographic communities using social media
- Analyze your Web traffic in real-time and make instant changes to campaigns

# Advertising Value Chain

IP: 81.158.191.203  
Continent: europe  
Country: gb (20)  
US Region: north west  
Timezone: +0.0  
State / Province: Manchester (5)  
DMA:  
MSA / PMSA:  
City: manchester (8)  
Lat. / Lon: 53.4422221 / -2.2408333  
Area Code:  
Postal Code: M4  
ASN: 2856  
Carrier Org: btnet uk regional network  
Top Level Domain: com  
2nd Level Domain: btcentralplus  
ADL: Flag: 0

Figure 1. Sample Online Advertising Value Chain



Source: Gartner (December 2008)