



## HOW YORK IE SUPERCHARGED A PROVEN BUSINESS WITH CONSISTENT MESSAGING

Many businesses already have a great story, one with established traction. Often they just need a friendly nudge to tell it. And tell it over, and over, and over again. The vision and execution stages may have already been solved, and now it's just about finding messaging that resonates by owning a point of view (POV) that's unique to the business. These are the stories York IE loves to hammer home. Enter: [IPinfo](#).

IPinfo has been an IP address data provider since 2013. They process terabytes of data to produce custom IP geolocation, company, carrier, privacy detection, and IP type data sets for their customers across a myriad of industries. With IPinfo, companies can pinpoint their users' locations, customize their experiences, prevent fraud, ensure compliance, and so much more. From their beginnings as a side project of Founder and CEO Ben Dowling to their present-day status as a global company that handles 2 billion API requests per month for over 100,000 businesses and developers, IPinfo's goal has always been the same — to deliver the most reliable, accurate, and in-depth source of IP address data available anywhere.

With such a compelling story, IPinfo found themselves with an opportunity to showcase who they were, what they were seeing in the market, and why their technology was needed. Their geolocation technology is the most accurate and reliable on the market. They've built a trusted brand among their customers and continually use customer feedback to innovate and improve. But their brand had opportunities to reach a wider audience. Their message was ready to be shared with the world.

### IPINFO IS A BIG BELIEVER IN THE VALIDITY OF [DRUMBEAT MARKETING](#), AND THEIR ENGAGEMENT WITH YORK IE MADE SENSE.

IPinfo already had quality integrations and partnership stories that were prime for a marketing push. One of those examples was the [Snowflake integration](#). Businesses that leverage Snowflake as their cloud data platform could now use IPinfo for geolocation data sets for richer analytics, deeper insights, and informed data-driven decision-making. The partnership enabled IPinfo to leverage the Snowflake IPO to be a part of a bigger trend happening with data. With that came a well-crafted marketing strategy that set them up in a

**"It was as if the drumbeat expertise from York IE was an add-on to our marketing practices already in place. They were a seamless extension of our team, which gave peace of mind that our brand's best interest was top of mind."**

BEN DOWLING, FOUNDER AND CEO OF IPINFO

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position to be listened to, leading to deals on their side and customers coming in through those pipelines.

Great business leaders notice trends and proactively take the next step to create a product that serves many. Another example is IPinfo's [Host.io](#) launch. IPinfo has always been dedicated to meeting the needs of its customers, and that mindset was evident in this release. After working with more domain name data as part of the data processing for IPinfo, they started to make that data accessible to customers, and the feedback was immediate and positive.

**“The feedback has been excellent. One customer said it’s become a key part of their cybersecurity automation stack. Another user mentioned that he’s using Host.io for data enrichment and finding connections between different domains and their owners.”**

BEN DOWLING, FOUNDER AND CEO OF IPINFO

Through that customer feedback, they built out more data over time, leading to the launch of Host.io as a new product to make it more widely available.

Host.io and its API were built with developers and businesses in mind, offering important fields that other domain data API providers leave out. IPinfo analyzed all the domains in the database, ranked them according to their backlinks, hosting details, domain details, and some secret sauce. After it got some traction, they knew they wanted to launch it with the help of York IE.

Knowing they wanted to do more with drumbeat marketing, the two sides came together to implement a strategy to get out there and tell the IPinfo story until they were blue in the face. York IE filtered through their marketing assets to be able to relay that story with their current activities. Once they got to know the voice behind the brand, additional channels were built out for added content, media relations, and a social presence, and landing pages were created to explain how their services were expanded.

### THE TEAM AT YORK IE SAW ENDLESS OPPORTUNITIES FOR GREAT IPINFO STORYTELLING.

The additional exposure through interviews, published thought leadership, blogs, and social content allowed for a greater, more widespread connection to emerging trends that helped with market analysis and ultimately a more successful product launch.

**“Our job was to come into an already established and impressive technology and drill down on consistency, telling their stories and messaging. We love the way IPinfo focuses on emerging trends and provides new offerings based on what they’re seeing in the market.”**

KATE CAMPBELL, VICE PRESIDENT OF YORK IE

**“York IE was able to help us prioritize our brand and ground everything we were doing with a growth lens. In turn, it gave us a cohesive voice and constant momentum to spread our message and deliver new and innovative data offerings to our customers.”**

BEN DOWLING, FOUNDER AND CEO OF IPINFO