

# DesertIP.com Announces Acquisition Of 120 Million Record Automotive Database To Enhance Customer IP Targeting Reach

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Summerlin, NV based IP Targeting company, DesertIP.com is announcing that it has acquired an automotive database of over 120 million records to provide its customers unprecedented reach and accuracy in any automotive marketing effort. The company will also have access to a fresh new monthly hotline of millions of new records.

For automotive related marketing companies knowing the exact car is critical to automotive sales. "People are the car they drive, and we know how to get in touch with them about the car they drive," says Dorian Reed, spokesperson for DesertIP.com. This special database zeros in on vehicles between 2000 and 2014 according to DesertIP.com.

IP Targeting allows companies to deliver relevant content in a simple, cost-effective manner, and also enables advertisers the ability to reach their intended online customer base for pennies on the dollar with surgical accuracy, and does not use cookies. It enables advertisers to reach their customers at the exact time of their choosing, making IP targeting and marketing a viable choice for advertisers. To learn more about IP targeting you can visit: [www.DesertIP.com](http://www.DesertIP.com) for more information.

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