

# IP Targeting Company DesertIP.com Acquires 60 Million New Political Data Files For IP Targeting

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Summerlin NV, IP targeting company DesertIP.com announces it has acquired 60 million data-files that are highly useful to political groups who target direct mail, fundraising, and persuasion messaging to specific households.

DesertIP.com is a data company that promotes the ability to match IP addresses and other data sets showing party affiliation, donation history, income level, credit status and much more. The company believes the data to be 99% accurate and offer sample data on request to potential buyers to validate the accuracy, says Dorian Reed.

IP targeting or data matching as it is sometimes described is the core business of DesertIP.com which has no political affiliation. IP targeting can result in serving highly targeted digital ads to specific people through their computers or smart phones. DesertIP.com accesses a proprietary data base of IP addresses it uses to customize website ads and messaging to people visiting websites.

The company feels this particular database will be of great value to any political campaign consultants that need to target individuals on a one-to-one surgical basis. To find out more about IP targeting please visit: <http://www.DesertIP.com> and request more information.

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