

# WHY AGENCIES **MUST MONITOR** THEIR GEO-TARGETED CONTENT





As an Agency, you must retain a certain level of confidence and pride in your work. Your clients must have proof that you are running their ads effectively and correctly, without worrying that their ads are showing up on X-rated sites or trashy downloading forums. They may have a huge target audience that ranges across different countries, and that means each ad must be geo-targeted according to that specific location and that specific audience.

## What does this mean for Agencies?

Agencies must be able to QA, validate, and monitor geo-targeted content in various browsers, and in some cases, different applications.

## What solutions are out there?

In order to do all of the above and more, Agencies must use a proxy server in order to change IP addresses and surf the web in different locations- as if they were global. There are tons of proxy servers out there, most of them freemium models. However, as an Agency, you absolutely cannot take the risk of using a freemium model and delivering inaccurate and unreliable results to your clients. Why?

For a proxy to provide unblocked internet access, a server needs a ton of bandwidth to send information back and forth to the user. The thing is that bandwidth costs a lot of money (and I mean A LOT)—and they need A LOT of bandwidth. Plus, they need to hire maintenance, security, operations, and so forth. So why would they be spending all this money to create a FREE service? Because it's not free.

## The Disadvantage of Public Use

When you make something available to the public at minimal or no cost people will take advantage of it. So if your proxy server is a public one and you've discovered them, then it's most likely that tons of other people have discovered it as well. Which means that within a few hours the server will be so overwhelmed, it will move at a snail's pace and will eventually crash.

## Bad QA is No QA

If you're doing QA for your company and your job is to make sure that the right ads are appearing in the right locations (aka geo-targeted ads) or the appropriate content is on the relevant website, then you need to make sure you're using a reliable and accurate proxy server. Why? A lot of the freemium proxy servers actually sell your information to third party services or save your browsing history from previous website visits in different IPs.

## Why is this troubling?

Well, let's say you happen to LOVE giraffes and all you do all day is Google different interesting facts about giraffes. Well, when you finally have to get some work done and you change IPs to, let's say France, then rather than seeing the correct ads pop up, you'll see targeted ads- ads concerning giraffes. You won't surf the web as a local user, per say, because you won't be seeing exactly what someone in France would be seeing. Which means that the information you will be given is false and inaccurate. Which means that you can't relay information to yourself or your clients with confidence.

**Not good.**

## So what should you be looking for?

You should always go for a commercial premium proxy solution that is accurate, reliable, and secure. Premium proxy servers, such as GeoSurf, are definitely the best tools out there for you to use.

So here's what you should be looking for in your next proxy server:

### **Make sure it's secure and private**

Use a proxy which owns all of the servers in its proxy network and hosts them on Tier 1 backbone data centers. Make sure that the company guarantees a totally 100% secure browsing experience in addition to high levels of reliability, availability, and security.

### **Speed**

Often times, when using free, hacked, or otherwise unreliable proxy networks, users report slow connections. Make sure that your next proxy server ensures that each user gets the fastest possible connection from each gateway on their premium proxy network.

### **Transparency**

This is probably the most important feature you should be looking for. Find a proxy server that does not alter the ads or content that you are seeing in any way. Make sure that the content you're seeing IS just like you're actually viewing it from that location.

First of all, I hope I have emphasized the point that freemium proxy servers are not free- you'll end up paying somehow sooner or later, whether it be with someone hacking into your system or you delivering false results to your clients. If you're serious about changing IP addresses or need this for work, then get serious about it and invest in a premium proxy server. Because sharing false information with a client can cost you your job.