

YOUR ULTIMATE GUIDE TO PRIVATE PROXIES





Many sophisticated online advertisers and publishers are coming across private proxy servers and need some insight about what they are and how to use them. Below are the most common questions about private proxy servers and their answers. If you have further questions about private proxy servers, ask GeoSurf!

What is a private proxy server?

Simply put, it is a computer which is physically situated in another geographic location. For example, if your office is in New York, you could have a private proxy in Brazil or Australia or San Francisco.

Why do people in the online advertising world use private proxy servers?

Online advertising is often geo-targeted, that is, different ads or web content are shown to users from different locations. A proxy is the best way to emulate the experience of a local user from a different location. By connecting through the proxy, users in New York can interact with the internet like users in Spain or Chicago or Japan do.

This is useful for QA and testing purposes –to make sure all geo-targeting is displayed and functioning properly. Also, users can do some research on new locations. And, it becomes very simple to see what competitors are advertising in different locations.

What are the top considerations for selecting a private proxy server provider?

The considerations will depend on the type of business activity involved; however, these tend to be the top criteria for web professionals:

Proxy Locations: Make sure your proxy network has private proxy servers available in the locations you target and the locations you are interested in possibly targeting. Using a network that is specifically designed for advertising professionals is a sure bet.

Simplicity and Flexibility: Instead of having to set up each proxy server separately, look for an easy-to-use interface like a browser toolbar, which will enable you to switch locations with a click. Keep in mind, also, that a browser interface may not suit all your needs. For example, if you advertise inside non-web applications (like chat programs, Forex, casino), on mobile platforms, or on PlayStation games, you may need a more advanced solution like a proxy VPN or mobile proxy solution.

Speed, Security, and Reliability: As a professional user, these 3 factors are important. Choose private proxy servers that offer connection speeds as fast as your own. Make sure that your online activity is secure and that the proxy is transparent (that is, does not alter the web content you see). Finally, in the world of proxies, it is critical that your geo proxies are reliable and available when you need them.

Which is the best private proxy server network for advertising professional?

GeoSurf offers over 90 global proxy locations (with over 25 demographic market area / city level proxies), its product suite includes the simple browser toolbar, as well as VPN, mobile proxy for iOS and Android, PlayStation proxy, and an API for server-to-server connections. GeoSurf has the top industry ratings for speed, security, and availability. And, as an added bonus, GeoSurf reveals advertising insights about the sites that interest you!

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