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DE–Maxmind comparison   Munich, 8. September 2022

The next page is a document I received from Digital Envoy. It was covered by an NDA, which expired years ago.

Please do not assume that I vouch for its accuracy. https://rant.gulbrandsen.priv.no/digital–envoy–maxmind describes my experience and conclusions. This document is an addendum, published for completeness.

Best regards,

Arnt Gulbrandsen

Digital Element vs Maxmind

Here is a pretty thorough explanation of how we are different from Maxmind:

ACCURACY

Digital Element – Over 99.99% at a country level and 97% at a city level. Independently audited annually by Keynote Systems, Inc. (the Internet's leading performance testing service).

Maxmind – About 95% at a country level and 40-60% at a city level (I believe Maxmind's site claims they are up to 80% accurate, but all empirical evidence, including internal testing and feedback from current and former Maxmind clients, points to 60% at best).

COMPANY

DE – About 50 employees, including 30 full time engineers and data analysts. Multi-billion dollar parent company (Landmark Communications).

MM – Consists of a couple of guys that gather the publicly available (free) data.

DATASET

DE – Multiple data sources. Patented spidering technology that crawls the web looking for IP addresses and traces IP routes back to the origination point, partnerships with many of the largest ISP's, data collected by clients and partners when they process web traffic, and sophisticated parsing of publicly available data.

MM – Only publicly available data.

UPDATES

DE – Constantly updating data and push out updates at least once per week. Tens of millions of IP addresses are re-allocated weekly.

MM – Once per month. Publicly available data is typically not fresh.

SUPPORT

DE – When you or your clients have questions, our 24/7 support will be there with answers. Our support team is the best in the industry.

MM – Doesn't exist.

CLIENTS

DE - Advertising.com, DoubleClick, Fastclick, ValueClick, AOL Time Warner, Atlas DMT, Blue Lithium, Tribal Fusion, Casale Media, ContextWeb, Thruport/AdJuggler, AdTech, Zedo, Adviva, Accipiter, Revenue Science, Adify, YouTube, Facebook, MySpace, NY Times, Microsoft, Fox, ABC, CNet, ESPN, CNN.com, aQuantive, EuroClick, Omniture, Walt Disney Internet Group, Earthlink, Nielsen/NetRatings, Network Associates, Superpages, Lightningcast, Visual Sciences, Symantec, McAfee, Zone Labs, Infospace, AT&T, Verisign, Red Sheriff, Pennyweb, Vendare Group, Ask.com, AdKnowledge, Heavy.com, Oversee.net, CinemaNow, HotBar, and many others.

MM – Startups and small websites.

SUMMARY

DE is the de facto standard in the IP intelligence space. Most clients have come to rely on our accuracy since they are probably working with our data through their ad server or ad networks. Using a "cheap" imitation will cost you in the long run because your customers will second-guess your accuracy and perhaps the overall quality of your business.