

CloudfloorDNS integrates GEO URL Forwarding options into GEO DNS Director Service

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BURLINGTON, Mass.—(BUSINESS WIRE)—[CloudfloorDNS](http://www.CloudfloorDNS.com), a global Managed DNS and Domain Management service provider, announced today that it has added GEO URL Forwarding options to its Enterprise GEO DNS Director service. CloudfloorDNS is an Everbridge (NASDAQ: EVBG) company.

As organizations increasingly move to the Cloud and utilize CDN and SaaS applications, DNS settings become more complex with multiple CNAMEs that may not be compatible with traditional DNS and GEO DNS services. Organizations utilizing the CloudfloorDNS GEO DNS Director without URL options would be limited to GEO routing A-Records to IP addresses only.

By using the GEO DNS Director with URL Forwarding, customers can discover the precise geographic location of web visitors and send them a different URL or site designed for their location such as language, currency, pricing and other content that is more appealing to the local audience. For example: a customer in the US might be sent to one website with pricing in USD while a visitor from Mexico sees the pricing in MXN and web content in their local language. Delivering custom localized content including language and currency keeps visitors engaged which in turn leads to higher conversion rates.

“Geographic DNS responses are only fractionally accurate and do not respond with much more than an IP Address or CNAME. DNS Director with URL Forwarding using a direct http(s) connection touches the client directly and a more precise geographic location can be established among other information useful to our clients,” said Jeff Cronstrom, Sr. Director of DNS Engineering at CloudfloorDNS. “This new addition of URL forwarding puts more power in our customer’s hands at the DNS level and gives more finite control on what content their web visitors and customers are presented with.”

For more information on CloudfloorDNS Managed DNS services and GEO DNS Director, please visit <http://www.CloudfloorDNS.com>

About CloudfloorDNS

CloudfloorDNS is a global provider of managed DNS and provides DNS, Secondary DNS, GEO DNS, Server Monitoring, DNS Failover and other DNS related services, as well as Domain Registration with over 180 TLD’s. CloudfloorDNS offers low cost, highly resilient Anycast DNS and related services and has over 66,000 domain names with customers in over 190 countries. CloudfloorDNS is a subsidiary of Everbridge. For more information about CloudfloorDNS and its services, see the company’s website at <http://www.cloudfloordns.com>

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