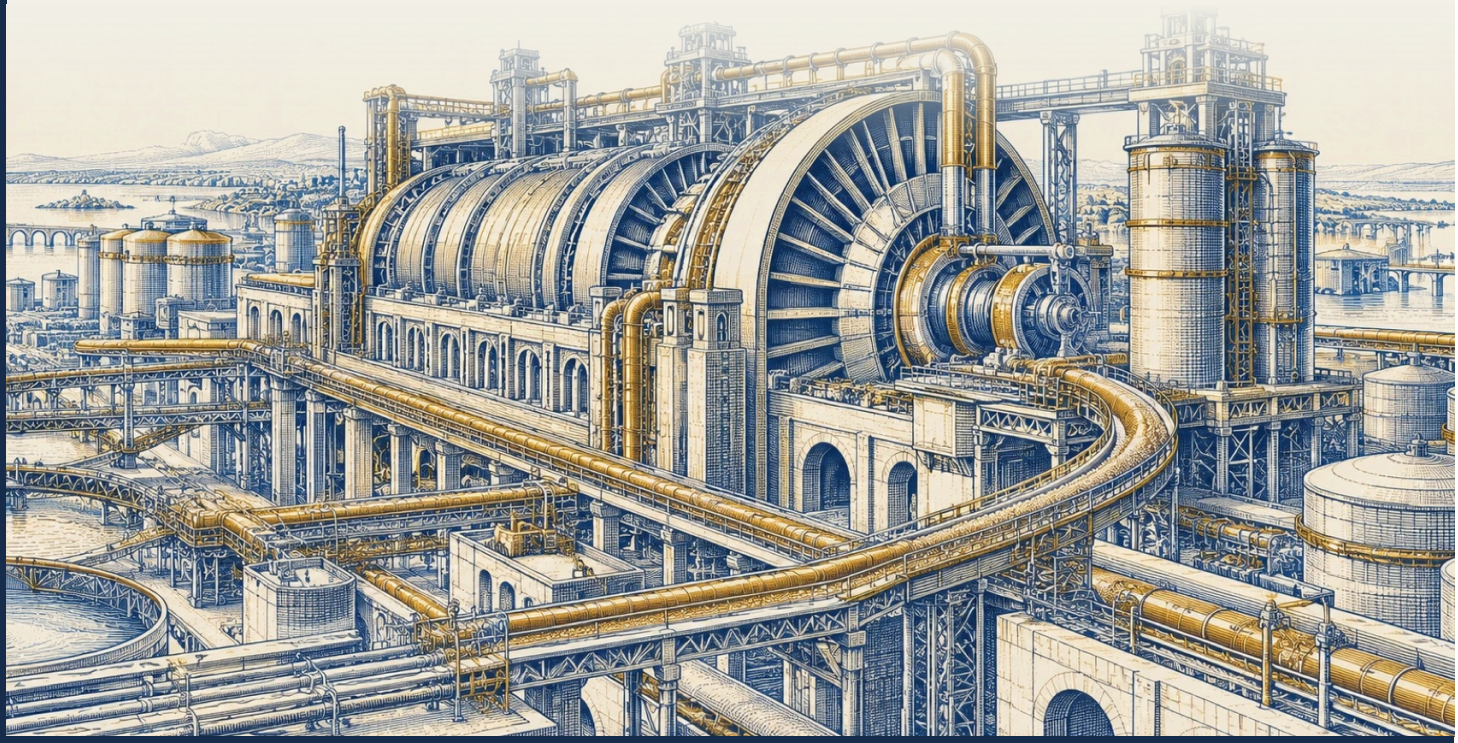
IP TO COMPANY

An IP address.
A business in context.

How Leadpipe connects an IPv4 or IPv6 address to available company context — name, domain, industry, size, revenue, industry codes, and network type — for account research, routing, personalization, and company-aware software, worldwide.



AT A GLANCE

IP to Company, in one page.

How Leadpipe connects an IPv4 or IPv6 address to available company context — name, domain, industry, size, revenue, industry codes, and network type — for account research, routing, personalization, and company-aware software, worldwide.

INPUT	OUTPUT
Any public IPv4 or IPv6 address	Company, firmographics, and network context — or a clear unknown
COVERAGE	**ACCESS**
International: company context for traffic worldwide	Free lookup tool, real time in every Pro plan, and the REST API

Built for

- Sales and ABM teams who want to know which accounts are visiting
- Marketing teams personalizing by industry or company size
- RevOps teams routing traffic and leads to the right territory
- Teams with international traffic beyond person-level coverage
- Software teams building company-aware products

VERIFIED PROFILES	INTENT SIGNALS	WEBSITES MONITORED	INTENT TOPICS
280M+	60B+	5M+	20,810

Leadpipe-published platform figures. Definitions: https://www.leadpipe.com/resources/our-data/

Start free: 7 days or 500 profiles, no card

leadpipe.com/product/ip-to-company

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The IP address is the one thing every request brings. Connected to a company, it turns anonymous traffic into accounts you can research, route, and report on.

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Straight answers, and where to go next.

Edition	Updated	Online
Product book No. 03	October 2026	leadpipe.com/product/ip-to-company

Every visit carries an address.

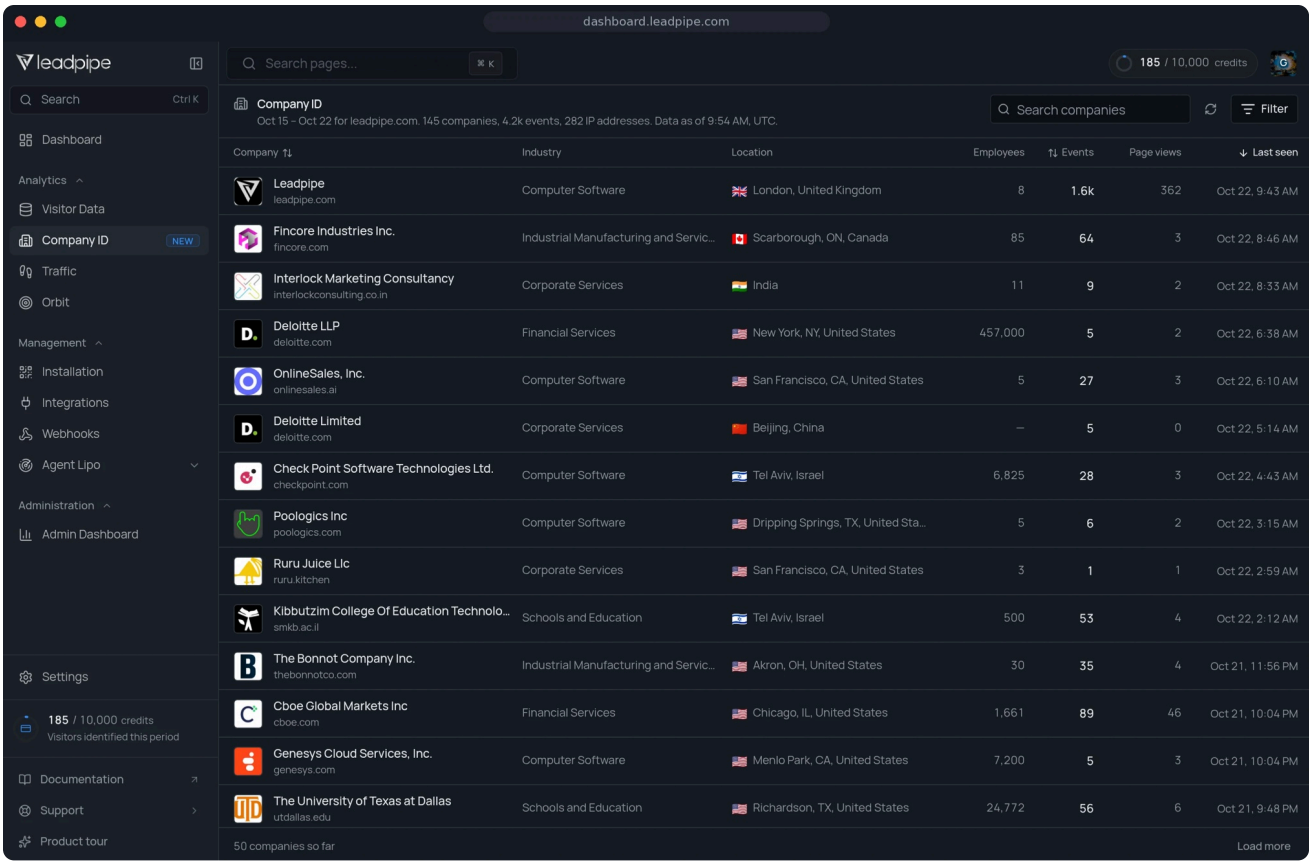
01

> The IP address is the one thing every request brings. Connected to a company, it turns anonymous traffic into accounts you can research, route, and report on.

Every page view, form post, signup, and API call arrives with an IP address. On its own it is a number. Connected to the business behind the network, it becomes account context: which company is researching you, what it does, how large it is, and where it is based.

Leadpipe IP to Company makes that connection for public IPv4 and IPv6 addresses. It returns the available company record with firmographics and network context, and it says clearly when an address does not belong to an identifiable business.

WHERE COMPANY CONTEXT HELPS	
SITUATION	WHAT IP TO COMPANY ADDS
A target account visits but no one fills a form	The company name, so sales and ABM can respond
Traffic from regions outside person-level coverage	Account context for visits from anywhere in the world
A new signup or trial with a personal email	The business behind the session, for qualification and routing
Reporting by segment	Industry and size for every business visit, not only form fills
Personalizing a page or product experience	Industry and company size, in real time



Company ID: every business behind your traffic, with industry, headquarters, size, events, page views, and when it was last seen.

An IP address. A business in context.

IP to Company is the account layer of the Leadpipe platform. Where you need the person, Visitor Identification adds person-level records on eligible traffic; where you need research signals, Orbit adds intent. Together they give every visit the deepest context available for it.

How a lookup works.

02

> Send an address; get back the company record, its network context, and an explicit status — complete, pending, or no company found.

One lookup

In the free tool, in the dashboard, or through the API

01 YOUR SYSTEMS	02 LEADPIPE	03 LEADPIPE	04 LEADPIPE	05 YOUR SYSTEMS
Your site, app, or workflow sends a public IPv4 or IPv6 address.	Classifies the network: business, ISP, mobile, hosting, and more.	Associates the address with an available company record.	Returns company, firmographics, and network context, or no company.	Your workflow routes the account, or keeps the unknown.

GUARDRAIL A company association is account context. It is not a person and not proof of a particular employee's visit.

Status you can build on

RESULT	MEANING	WHAT TO DO
Complete, company found	A company record is associated with the address	Use the firmographics; route or enrich
Complete, no company	The network is known but not tied to a business, such as home broadband	Keep the visit unresolved; use network context
Pending	The lookup needs more processing; a retry interval is returned	Retry after the interval; the tool does this automatically
Rate limited	Too many requests in the window	Back off and retry later
Invalid	Private, local, or reserved addresses, or malformed input	Fix or drop the input

Each complete result also says how the match was made and when the record was enriched, so you can judge how much weight to give it.

What a lookup returns.

03

> Company identity, firmographics, headquarters location, and the network behind the address — each field present when the record supports it.

COMPANY		
DATA	FIELDS	USE IT FOR
Identity	`name`, `brandName`, `domain`, `logo`, `linkedinUrl`	Recognizing the account and joining it to your CRM
Industry	`industry`, `industrySubcategory`, `naicsCode`, `sicCode`	Segmenting, personalization, and ICP fit
Size	`employees`, `annualRevenue`, `revenueBand`	Tiering accounts and routing to the right team
Headquarters	`city`, `region`, `postalCode`, `countryCode`, `countryName`	Territory assignment and regional reporting

NETWORK AND RESULT		
DATA	FIELDS	USE IT FOR
Network	`connectionType`, `audienceType`, `audienceGroup`, `detailLevel`, `isIsp`	Judging whether the address can represent a business
Result	`companyFound`, `matchType`, `enrichedAt`	Weighting the result and handling unknowns



Companies over time: businesses matched from each visit's IP address, per day.

A completed lookup (illustrative values)


```
{
  "status": "complete",
  "ip": "203.0.113.42",
  "companyFound": true,
  "enrichedAt": "2026-10-20T09:12:00.000Z",
  "network": { "isIsp": false },
  "company": {
    "name": "Northwind Analytics",
    "domain": "northwind.example",
    "industry": "Software Development",
    "employees": 420,
    "annualRevenue": 72000000,
    "naicsCode": "513210",
    "city": "Austin",
    "countryCode": "US"
  }
}
```


NOTE

Location describes the company

Location fields come from the company record and usually describe its headquarters. They are not the location of an individual, a device, or a network user.

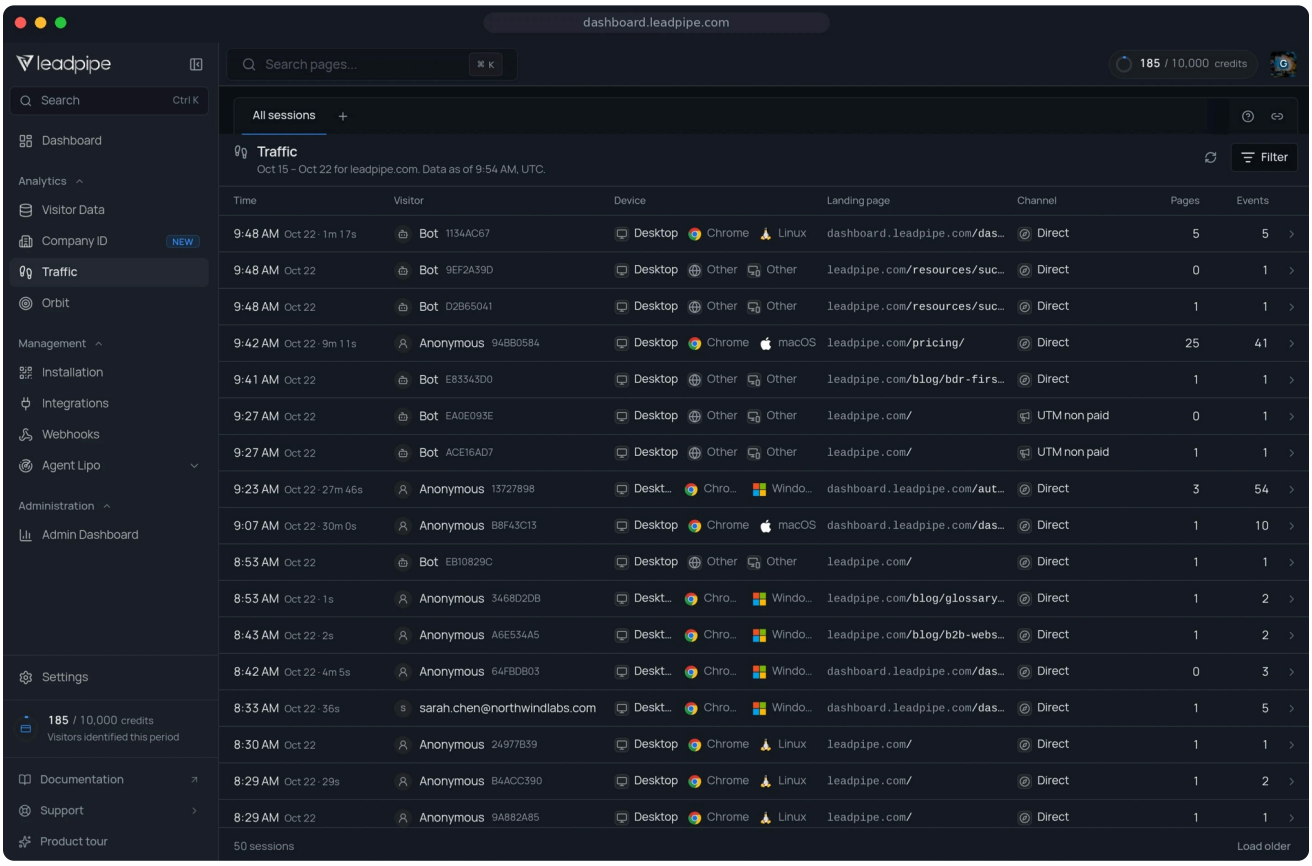
Reading the network behind an address.

04

> Not every IP belongs to a business. Network context tells you which addresses can carry account meaning and which should stay unresolved.

Home broadband, mobile carriers, shared networks, VPNs, and hosting providers all obscure the company using a connection. Leadpipe returns network context alongside — or instead of — a company, so your workflow can tell the difference and act accordingly.

NETWORK	WHAT IT USUALLY MEANS	HOW TO HANDLE IT
Business network	Traffic from a company's own connection	Use the company association; route and enrich
ISP or residential	Home or small-office broadband	Keep unresolved at the company level; person-level identification may still apply
Mobile carrier	Phones and tablets on cellular data	Treat as unknown company; rely on other signals
Hosting, cloud, or VPN	Servers, crawlers, privacy tools, or remote workers	Flag in reporting; do not infer an employer



Traffic: every session, with bots, anonymous visits, and identified people kept distinct.

IN PRACTICE

Design for every outcome

Define a next step for a matched company, partial information, and an unknown. A workflow that handles all three stays consistent as traffic changes.

Two depths of one visit

	IP TO COMPANY	VISITOR IDENTIFICATION
Answers	Which business is behind this address?	Which person is on our site?
Input	A public IPv4 or IPv6 address	Eligible visits, through the pixel
Output	Company, firmographics, network context	Person, contact fields, company, and page activity
Coverage	Worldwide	Person-level, strongest on eligible US traffic
Best for	Account research, routing, personalization, reporting	Outreach, alerts, CRM records, agents

In Pro, both run together in real time: a visit that resolves to a person carries the company, and a business visit without a person-level match still shows the company behind it.

Eight ways to use company context.

05

> From target-account alerts to territory routing and personalization, company context makes anonymous traffic operational.

USE CASE	HOW IT WORKS
Target-account alerts	Notify the account owner when a named account visits pricing or product pages
Territory routing	Assign business visits to owners by headquarters country, region, or size
Account research	Give reps the company, industry, size, and LinkedIn page before outreach
Website personalization	Adapt headlines, proof, and offers to industry or company size
Signup qualification	Add company context to trials and signups that use personal email
Segment reporting	Report traffic and conversion by industry, size, and region
International pipeline	Recognize accounts from regions where person-level identification does not apply
Traffic hygiene	Flag hosting and data-center traffic so it does not distort reporting

Route a target-account visit

A business visit arrives from an account on your list

01 YOUR SYSTEMS	02 LEADPIPE	03 YOUR SYSTEMS	04 YOUR TEAM
The visit arrives with an IP address.	Returns the company, size, and headquarters.	Matches the domain to an account and its owner in the CRM.	The owner gets an alert with the pages viewed.

GUARDRAIL Say “someone at Northwind visited”, never “Jordan visited”, unless identification resolved the person.

Personalize by industry

Adapting a page in real time

01 YOUR SYSTEMS	02 LEADPIPE	03 YOUR SYSTEMS	04 YOUR SYSTEMS
Your edge or server looks up the visitor’s IP.	Returns industry and company size.	Selects the matching proof, case study, or offer.	Falls back to the default page for unknowns.

GUARDRAIL Cache results and keep a fast default so unknowns never slow the page.

Three ways to start.

06

> Try it free in the browser, see it in real time in the dashboard, and build on it through the API.

PATH	WHAT YOU GET	BEST FOR
Free IP lookup tool	Look up any public IPv4 or IPv6 address; no signup; request limits apply	Evaluating the data before you integrate
Pro plans	Real-time IP to company on your website traffic, alongside visitor identification	Sales, marketing, and RevOps teams
REST API	`GET /v1/data/company?ip=…` with your `X-API-Key`	Products, data pipelines, and custom routing

Look up a company from your backend

```
# Company context for an IPv4 or IPv6 address
curl "https://api.aws53.cloud/v1/data/company?ip=203.0.113.42" \
  -H "X-API-Key: $LEADPIPE_API_KEY"
```

Integration checklist

- **Call from a backend.** Keep the API key on your server, never in browser code.
- **Use the right address.** Take the client IP from your edge or proxy headers, not the address of your own load balancer.
- **Cache by address.** Company associations change slowly; caching keeps pages fast and usage efficient.
- **Respect retries.** When a lookup is pending or rate limited, wait for the returned interval.
- **Store the status.** Keep `companyFound` and `matchType` with the result so downstream systems know what they have.
- **Parse from the reference.** Field names in this book follow the free lookup tool; build production parsers from the API reference at docs.leadpipe.com.

GUARDRAIL

Account context, not a person

Do not infer a person, an employer, or buying intent from an address that does not support it. Keep company-level and person-level results visibly separate in your product and reports.

One platform: identity, intent, and company context.

07

> IP to Company is one of three products built on the same identity graph. Each answers a different question; together they give every buyer the deepest context available.

ALSO ON LEADPIPE

Visitor Identification

Who is on our website?

INPUT
Eligible visits to your own site, through one pixel

OUTPUT
Named person, contact fields, company, and page activity

DEPTH
Person-level, strongest on eligible US traffic

ALSO ON LEADPIPE

Orbit

Who is researching what we sell, anywhere?

INPUT
Topics from a catalog of 20,810, plus your ICP filters

OUTPUT
People, the topics they matched, and how strongly; refreshed daily

DEPTH
Person-level research across 5M+ websites

THIS BOOK

IP to Company

Which business is behind this address?

INPUT
A public IPv4 or IPv6 address

OUTPUT
Company, firmographics, and network context, or a clear unknown

DEPTH
Company-level, for traffic worldwide

Ways to use the data

INTERFACE	WHAT IT DOES
Dashboard	Review visitors, build segments and audiences, export CSV, and use Lipo, Summariser, and Finder
260+ integrations	CRM, email, sales engagement, Slack, spreadsheets, and workspace tools
Webhooks	Event-driven delivery with First Match or Every Update triggers
REST API	Visitors, sessions, segments, company lookup, Orbit topics and audiences
TypeScript SDK	`@leadpipe/client` for Orbit topic and audience workflows
MCP server	`@leadpipe/mcp` exposes visitor data and Orbit tools to AI assistants
Warehouse delivery	Snowflake, Amazon S3, and custom pipelines on Platforms and Enterprise

Teams building on Leadpipe.

08

> Startups, agencies, software platforms, and enterprises use Leadpipe to turn anonymous demand into pipeline.

nostra	HACKERNOON	BCG	blackdove	AiSDR
theoris	PouncerAI	7shifts	MAGE	Rev
zip	ZOOMRX		GLEANTAP	Capturify.io
foresite better ROAS for your site	LOYALTY BRANDS	E2Global	GUARDIAN LITIGATION GROUP	intero DIGITAL
	ABARCA	CONDOC	CRMANTRA	dono.
Elayne	ExactEstate	KETOS	Juris Digital	betterweb
ACRO COMMERCE	clearnym	Lead Hero	M8 LABS	BONNOT



> "Accuracy of visitor identification and seamless CRM integration is excellent."
>
> Daniel B. · Managing Director · Verified G2 review

> "Instant notifications when someone visits our pricing page. Game changer."
>
> Oswaldo C. · Small business · Verified G2 review

Customer stories

Results as reported in each published customer story, with the context and measurement window described there.

~40%

more enterprise accounts with verified on-site activity

Within one quarter

Magic Software

ENTERPRISE SOFTWARE

Enterprise demand. Before the form.

Connect anonymous integration research to named accounts and regional sales teams.

~40%	1 quarter	Salesforce
more accounts with verified activity	reported evaluation window	connected to regional workflows

Read the story · leadpipe.com/resources/success-stories/magic-software-enterprise-gtm

~60%

more booked meetings from identified accounts

From about 19 to 31 meetings per month

Upsell.com
ex ReConvert

COMMERCE SOFTWARE

More relevant outreach. More booked meetings.

Turn anonymous merchant research into account context and timely sales conversations.

~60%	~19 → 31	14–17%
more booked meetings	meetings per month	first-touch reply rate

Read the story · leadpipe.com/resources/success-stories/upsell-com-shopify

---

12–15%

first-touch reply rate on Leadpipe-sourced outbound

Compared with ~5–6% on cold lists

Confidential AI sales platform

AI SALES AGENTS · UNDER NDA

Real buyer context. Better agent outreach.

Put human reps and AI sales agents on the same facts about buyer activity.

12–15%	~2×	~⅓
first-touch reply rate	weekly identified high-intent accounts	fewer unsubscribes in the same cohort

Read the story · leadpipe.com/resources/success-stories/ai-sales-agent-platform-nda

---

~4.5×

email click-through rate after visitor-led segmentation

From about 1% to 4.5%

JobBoard.io

HIRING SOFTWARE

Known visitors. More engaged campaigns.

Give lifecycle campaigns more identifiable contacts and the behavior to segment them.

~4.5×	$1.50 → $0.45	~35%
email click-through rate	blended cost per net-new email	monthly revenue growth in the reported window

Read the story · leadpipe.com/resources/success-stories/jobboard-io-growth

---

~23%

quarter-over-quarter attributed revenue growth

Within the same spend envelope

LL Medico®

HEALTHCARE COMMERCE

Better customer context. More relevant care.

Connect product research to better segmented email and retargeting campaigns.

~23%	~$640K	~6.8%
attributed revenue growth quarter over quarter	attributed revenue in the reported window	click rate on segmented campaigns

Read the story · leadpipe.com/resources/success-stories/ll-medico-healthcare-ecommerce

Plans and pricing.

09

Real-time IP to company is included in every Pro and Agency plan, alongside visitor identification. Full API access for your own products and pipelines comes with Platforms and is scoped for Enterprise. The public lookup tool is free.

FREE TRIAL

7 days or 500 identified profiles, whichever comes first.

No credit card required. Every feature, on your own traffic.

Start free
dashboard.leadpipe.com/auth/signup

Pro · For businesses · one site or brand

Identify your website visitors. Give your business the context to reach them.

PRO PLANS · USD

PLAN	IDENTIFIED VISITORS / MO	MONTHLY	QUARTERLY, BILLED	YEARLY, BILLED	PER ID	ORBIT AUDIENCES
Pro 500	500	**$147**	$366 (17% off)	$1,305 (26% off)	$0.29	–
Pro 1K	1,000	**$248**	$618 (17% off)	$2,202 (26% off)	$0.25	–
Pro 2K	2,000	**$398**	$991 (17% off)	$3,534 (26% off)	$0.20	2
Pro 5K	5,000	**$819**	$2,039 (17% off)	$7,273 (26% off)	$0.16	4
Pro 10K	10,000	**$1,179**	$2,936 (17% off)	$10,470 (26% off)	$0.12	6
Pro 20K	20,000	**$1,879**	$4,679 (17% off)	$16,686 (26% off)	$0.09	8

WHAT'S INCLUDED

Real-time visitor identification
Identify matched US visitors while they browse, with names, available email addresses, and company context.

Real-time IP-to-company
See the company behind a business visit, including when there is no person-level match.

Email waterfall enrichment
We check multiple data sources in order until we find a verified email, so your team has a contact to work with.

Phone enrichment
Add available phone numbers to the identified person's profile alongside their email and company.

LinkedIn profiles
Find the person's available LinkedIn profile in the visitor record to understand their role and background.

Page-level visitor activity
See the pages each identified person viewed and the activity behind their visit.

ICP scoring
See how closely an identified visitor matches your ideal customer profile, so your team can prioritize relevant prospects.

260+ integrations
Send identified visitors and their context to your CRM and connected tools.

Unlimited CSV export
Export visitor records as CSV files for your team's reporting, research, and workflows.

Lipo AI agent
Use Lipo to help understand your visitor data and research the people and companies engaging with your business.

Summariser
Turn visitor and company context into a concise summary your team can review before reaching out.

Finder
Find relevant people and companies to research and follow up with.

Agency · For agencies · unlimited clients

Fully white-label for your clients, from login and sign-up to the pixel.

AGENCY PLANS · USD

PLAN	IDENTIFIED VISITORS / MO	MONTHLY	QUARTERLY, BILLED	YEARLY, BILLED	PER ID	ORBIT AUDIENCES
Agency 100K	100,000	**$3,500**	$8,715 (17% off)	$31,080 (26% off)	$0.04	–
Agency 200K	200,000	**$5,500**	$13,695 (17% off)	$48,840 (26% off)	$0.03	40

EVERYTHING IN PRO, PLUS

Your domain and your brand
Login, sign-up, and the pixel all carry your name.

Unlimited client accounts
Add as many clients as you like. Your IDs are shared across them.

Free trials for your clients' accounts
You set the length and credits for new client trials, up to 14 days and 500 IDs.

Custom pixel per client
Give each client their own tracking pixel.

Dedicated Slack support
A shared Slack channel with our team for onboarding and client questions.

Platforms and Enterprise

FOR SOFTWARE AND AI PRODUCTS

Platforms

$2,499/month · 3-month proof of concept

Build your own product on Leadpipe's identity data, through the API. High limits during the 3-month POC.

- Full API access
- High limits for 3 months
- Snowflake, Amazon S3, and warehouse delivery
- Webhooks and custom data pipelines
- Dedicated Slack support
- Developer documentation

FOR YOUR ORGANIZATION

Enterprise

Custom · volume, workflows, and delivery scoped to you

Identity and intent across the systems your business runs. Volume, workflows, and delivery scoped to you.

- Full API access and connected delivery
- Warehouse and custom pipeline delivery
- Account intelligence and buying-committee context
- Workflows across teams and business units
- Custom volume and commercial terms
- Security, data, and procurement review

Compare plans

CAPABILITY	PRO	AGENCY	PLATFORMS	ENTERPRISE
Real-time visitor identification	Included	Included	Included	Scoped
Real-time waterfall enrichment	Included	Included	Included	Scoped
Phone enrichment	Included	Included	Included	Scoped

CAPABILITY	PRO	AGENCY	PLATFORMS	ENTERPRISE
LinkedIn profile fetch	Included	Included	Included	Scoped
Real-time IP-to-company	Included	Included	Included	Scoped
Page-level behavior and ICP scoring	Included	Included	Included	Scoped
260+ integrations and CSV export	Included	Included	Included	Scoped
White-label and custom domain	–	Included	Included	Scoped
Unlimited client accounts	–	Included	Included	Scoped
Free trials for client accounts	–	Included	Included	Scoped
Lipo AI agent, Summariser, and Finder	Included	Included	Included	Scoped
Orbit intent audiences	Pro 2,000+	Included	Included	Scoped
Full API access	–	–	Included	Scoped
Dedicated Slack support	–	Included	Included	Scoped
High usage limits during the 3-month POC	–	–	Included	Scoped
Webhooks and custom data pipelines	–	–	Included	Scoped
Snowflake, Amazon S3, and warehouse delivery	–	–	Included	Scoped
Custom volume and commercial terms	–	–	–	Scoped
Multi-team workflow scoping	–	–	–	Scoped
Security, data, and procurement review	–	–	–	Scoped
Organization-wide rollout planning	–	–	–	Scoped

Quarterly and yearly prices are the full charge for the period; identification capacity renews monthly. Each unique identified visitor counts once, and repeat visits attach to the same profile. Prices in USD as published at leadpipe.com/pricing in October 2026.

Questions teams ask first.

10

Does this identify an individual visitor?

No. IP-to-company supplies company and network context where available. A company association is not person-level identification and should not be represented as a confirmed employee visit.

Can I try it before integrating?

Yes. Open the free IP lookup tool to inspect available company information for an IPv4 or IPv6 address. Read the product and API documentation before selecting the production interface.

Which business fields are available?

Returned information can include company name, website, industry, size, location, and network context. Availability varies with the address and underlying source.

How should my application handle an unknown?

Keep the result unresolved and provide a useful fallback. Do not infer a person, employer, or purchasing intent from an address that does not support the association.

Is a company match a buying signal?

The match provides account context. Activity and relevance need to be assessed separately. Merely associating an address with a business does not establish buying intent.

Does it support IPv6?

Yes. Public IPv4 and IPv6 addresses are supported. Private, local, and reserved addresses cannot be looked up.

Why might an IP have no company match?

Not every public IP maps to a business. Home broadband, mobile carriers, shared networks, VPNs, and hosting providers can obscure the company using the connection. The result still provides network context.

Keep exploring

Product page
The live overview, with the latest details
leadpipe.com/product/ip-to-company

Pricing
Current plans, billing periods, and the trial
leadpipe.com/pricing

Customer stories
How teams use Leadpipe, in detail
leadpipe.com/resources/success-stories

Documentation
Installation, integrations, and the API reference
docs.leadpipe.com

Evaluation kit
Trial scorecard, vendor questionnaire, and buying guides
leadpipe.com/resources/visitor-identification

Product book: Visitor Identification
See the person. Understand the opportunity.
leadpipe.com/guides/leadpipe-visitor-identification.pdf

Product book: Orbit · Intent data
The next opportunity. Already in motion.
leadpipe.com/guides/leadpipe-orbit-intent-data.pdf

Guide: the data foundation for agentic AI
Building agents on identity, activity, and intent
leadpipe.com/guides/agentic-data-guide.pdf

leadpipe

An IP address.
A business in context.

See IP to Company on your own traffic. The trial includes every feature for 7 days or 500 identified profiles, whichever comes first.

Start free
No credit card required · dashboard.leadpipe.com/auth/signup

Talk to our team
cal.com/team/leadpipe/discovery

Try the free IP lookup
leadpipe.com/tools/ip-lookup

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