

# How Proxies Help to Reach Global Markets While at Home

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### In brief

Personalization is not something new. Businesses have been investing in customized products and communication for many years.

Personalization is not something new. Businesses have been investing in customized products and communication for many years. However, according to SmarterHQ, 72% of consumers only engage with personalized content.

Content personalization allows a comparison of the attainable information against a set of variables users have put into place, including age, gender, location, IP address, buying history, behavior, visitor frequency, device, and more. Such data helps marketers get the user intent and meaningful insight into usage patterns. However, personalized content restricts many businesses from targeting global audiences due to personalization based on various factors.

In this post, we'll discuss how businesses can reach users globally with the help of proxy servers.

## How Proxies Help Reach Global Markets

A proxy server is an online service or an application that provides a gateway between users and the internet. It is referred to as an intermediary as it goes between end-users and the pages they visit online. Proxies offer a layer of security for your device. They can be set up as firewalls or web filters, guarding your computer against internet threats. Also, a proxy can cache site content and load them faster in certain circumstances.

Proxies allow one to access the blocked content on the internet and control internet use. In addition, they hide, conceal, and make your network ID anonymous by hiding your IP address. This provides you with overall excellent network performance and helps you keep data away from unauthorized access, maintain anonymity, and access the blocked content.

Proxy servers supply constantly changing IPs that belong to real devices. If a user doesn't want to see personalized content based on his previous buying behavior, geography, or other factors, proxies can be very useful in this scenario. Similarly, if a company wants to access content on a US site but cannot do so, it can use a US proxy. When using a US proxy, the site they access will see an IP address from the US rather than their current location, allowing them to bypass geo-blocks and gather the data they need.

## Common Use Cases of Proxy Servers

Those who run a company, big or small, will find proxies quite useful. A proxy server solves the everyday problems that business owners might face. Let's have a look at the five common business use cases of proxies:

### Price Monitoring

Since online shopping sites change their prices frequently, keeping pace with the constantly evolving industries and growing consumer price sensitivity is essential. Therefore, firms can use intelligent solutions that provide reliable pricing data in an automated way. In such a scenario, proxies help gather reliable pricing data in real-time. This enables companies to track their competitors to change their pricing based on the trend.

## **Social Media Monitoring**

Most people use social media platforms, such as Facebook, Instagram, and LinkedIn, for e-commerce. Proxy servers come in handy when you try to manage multiple social media accounts, promote your brand in different locations, reach out to different audiences, run social media campaigns, and so on. This is quite a general practice to gain insights into user behaviors in other regions.

## **SEO Monitoring**

Almost all companies have websites, but many don't rank well on search engines. This is where an SEO strategy comes into play. By optimizing keywords, page titles, and links, the site visibility improves, which as a result, drives more traffic to the site. It is important to note that SEO monitoring goes hand in hand with web scraping.

Proxies are best for web scraping as they offer excellent security. In addition, they let web scrapers quickly scrape large amounts of data without getting noticed. Then, the analysis of gathered data allows you to gain insights and learn about your competitors' strategies and policies, popular keywords, and other statistics that help monitor SEO.

## **Ad Verification**

Ad verification is another activity enabled by proxy servers. It detects fraudulent ads, improves ad performance, and protects your brand. Proxy servers mask your IP address and let you find irrelevant ads by remaining anonymous. This way, you can stop your competitors from harming your brand image. Moreover, proxies have tools that obtain data online to help process measures in allocating ad budgets.

## **Data Crawling**

When trying to extract large content databases, you might find it challenging to do it manually. This is where the proxy servers come into play. With proxies, you can gather a significant amount of relevant data quickly. In addition, these proxies mask your IP address, making it difficult for sites to detect data crawlers. Also, as the IPs used by proxies belong to a physical location, you get the maximum security.

## **Final Thoughts**

When it comes to content personalization, no company can afford not to adapt to it. To stay ahead of the competition, companies must satisfy the increasing demand for personalized experiences across the customer journey. However, content personalization presents various challenges to globally oriented businesses.

Proxy servers can be beneficial in overcoming certain limitations associated with content personalization. Proxies help companies to improve security, obtain necessary data without getting blocked, and bypass online content restrictions, thus, enabling them to reach the global market from anywhere.

## **References**

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