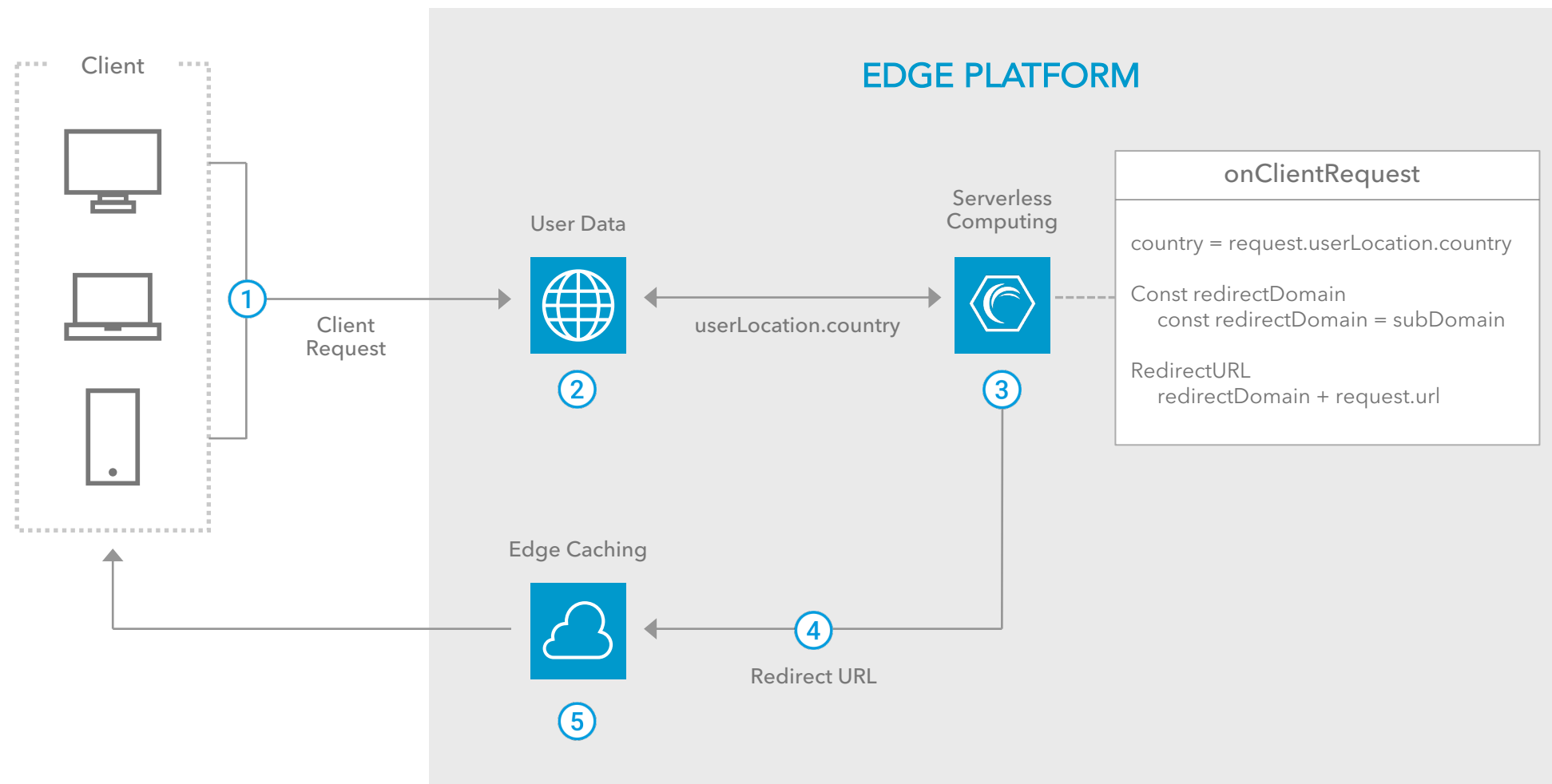


# GEOLOCATION – REDIRECT

Provide quick integrated location-based personalization



## OVERVIEW

Leverage user geolocation data at the edge to enable applications to deliver location-specific personalized content to end users.

- 1 When interacting with a website, clients connect through an optimized Akamai edge server.
- 2 The user's location is determined by EdgeScape (a geo lookup database built into the Akamai Intelligent Edge Platform).
- 3 Serverless computing executes customer JavaScript leveraging client location data to:
  - Top-level domain based on the request's country of origin
  - Constructs domain based on the location of the request
  - Redirect URL returns the new domain in the response
- 4 The edge server provides a redirect URL to the user that requested the content.
- 5 This compute request can then be cached to provide better performance in the future.

## EVENT TRIGGERS

▶ onClientRequest

## KEY PRODUCTS

User Data ▶ EdgeScape

Serverless Computing ▶ EdgeWorkers

Edge Caching ▶ CDN