

Fastly is built from Varnish, an open source web accelerator that's designed for high-performance content delivery. Varnish allows you to accelerate dynamic content while serving more content and logic at the edge.

For businesses who are looking to segment content delivery based on the geographic location of their users, Fastly offers a module for GeoIP Detection. Knowing where visitors to your site or application are coming from is extremely valuable for many reasons.

## 🕒 Localizing content

You may need to serve different versions of your site based on region, and this module helps your business target customers in a specific area with localized content or campaigns.

## 🕒 Serving different languages

With Fastly, you can redirect users to a localized version of your site based on their location. All of this logic can live on our edge, without ever involving your origin. In fact, by combining Fastly's GeoIP support with our support for the Accept-Language header, you can give a highly personalized experience for your users.

## 🕒 Regional licensing

Deliver specific types of content to different areas based on regional licenses — this is especially useful if you're a media company providing streaming content for different audiences.

## 🕒 Geoblocking during targeted attacks

Fastly lets you monitor where spikes in traffic are coming from, which helps you identify and monitor security threats. It can be helpful to separate traffic originating from known locations versus suspicious locations. If your origin server is targeted by a DDoS attack, you might want to block all traffic from certain countries based on the traffic patterns you're experiencing.

## Using GeoIP/Geography Detection

Fastly exposes a number of geographic variables for you to take advantage of inside Varnish Configuration Language (VCL). If you're using GeoIP/Geography Detection in Varnish, you can quickly identify where user requests are coming from. Geographic variables include latitude, longitude, city or town, country, continent, postal codes, telephone area codes, and metro code.

In your VCL, you can make decisions based on the variables Fastly exposes. For instance, if you want to disallow access to content in a specific country, you can check the `geoip.country_code` variable and serve a 403 in that region.

If you're using Fastly, GeoIP/Geography Detection is already enabled for your account. For more information on Varnish, visit our documentation portal: [www.fastly.us/VCL-FAQS](http://www.fastly.us/VCL-FAQS)