

Global Location-Based Advertising Platform Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

This report provides a deep insight into the global Location-Based Advertising Platform market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Location-Based Advertising Platform Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Location-Based Advertising Platform market in any manner.

Global Location-Based Advertising Platform Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding

the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Cirius Technologies

Foursquare

PlaceIQ

GroundTruth

Quotient

Groupon

Placecast

Scanbuy

Shopkick

Telenity

AdMoove

AdNear

Sekel Tech

Market Segmentation (by Type)

Geofencing Platform

Beacon-based Platform

Proximity Marketing Platform

Other

Market Segmentation (by Application)

Retail

Hospitality

Healthcare

BFSI

Education

Transportation and Logistics

Automotive

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Location-Based Advertising Platform Market

Overview of the regional outlook of the Location-Based Advertising Platform Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the

region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Location-Based Advertising Platform Market and its likely evolution in the short to mid-

term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Location-Based Advertising Platform

1.2 Key Market Segments

1.2.1 Location-Based Advertising Platform Segment by Type

1.2.2 Location-Based Advertising Platform Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 LOCATION-BASED ADVERTISING PLATFORM MARKET OVERVIEW

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 LOCATION-BASED ADVERTISING PLATFORM MARKET COMPETITIVE LANDSCAPE

3.1 Global Location-Based Advertising Platform Revenue Market Share by Company (2019-2024)

3.2 Location-Based Advertising Platform Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.3 Company Location-Based Advertising Platform Market Size Sites, Area Served, Product Type

3.4 Location-Based Advertising Platform Market Competitive Situation and Trends

3.4.1 Location-Based Advertising Platform Market Concentration Rate

3.4.2 Global 5 and 10 Largest Location-Based Advertising Platform Players Market Share by Revenue

3.4.3 Mergers & Acquisitions, Expansion

4 LOCATION-BASED ADVERTISING PLATFORM VALUE CHAIN ANALYSIS

4.1 Location-Based Advertising Platform Value Chain Analysis

- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF LOCATION-BASED ADVERTISING PLATFORM MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
 - 5.5.1 Mergers & Acquisitions
 - 5.5.2 Expansions
 - 5.5.3 Collaboration/Supply Contracts
- 5.6 Industry Policies

6 LOCATION-BASED ADVERTISING PLATFORM MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Location-Based Advertising Platform Market Size Market Share by Type (2019-2024)
- 6.3 Global Location-Based Advertising Platform Market Size Growth Rate by Type (2019-2024)

7 LOCATION-BASED ADVERTISING PLATFORM MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Location-Based Advertising Platform Market Size (M USD) by Application (2019-2024)
- 7.3 Global Location-Based Advertising Platform Market Size Growth Rate by Application (2019-2024)

8 LOCATION-BASED ADVERTISING PLATFORM MARKET SEGMENTATION BY REGION

- 8.1 Global Location-Based Advertising Platform Market Size by Region
 - 8.1.1 Global Location-Based Advertising Platform Market Size by Region

8.1.2 Global Location-Based Advertising Platform Market Size Market Share by Region

8.2 North America

8.2.1 North America Location-Based Advertising Platform Market Size by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Location-Based Advertising Platform Market Size by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Russia

8.4 Asia Pacific

8.4.1 Asia Pacific Location-Based Advertising Platform Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Location-Based Advertising Platform Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Location-Based Advertising Platform Market Size by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 KEY COMPANIES PROFILE

9.1 Cirius Technologies

9.1.1 Cirius Technologies Location-Based Advertising Platform Basic Information

- 9.1.2 Cirius Technologies Location-Based Advertising Platform Product Overview
- 9.1.3 Cirius Technologies Location-Based Advertising Platform Product Market Performance
- 9.1.4 Cirius Technologies Location-Based Advertising Platform SWOT Analysis
- 9.1.5 Cirius Technologies Business Overview
- 9.1.6 Cirius Technologies Recent Developments
- 9.2 Foursquare
 - 9.2.1 Foursquare Location-Based Advertising Platform Basic Information
 - 9.2.2 Foursquare Location-Based Advertising Platform Product Overview
 - 9.2.3 Foursquare Location-Based Advertising Platform Product Market Performance
 - 9.2.4 Foursquare Location-Based Advertising Platform SWOT Analysis
 - 9.2.5 Foursquare Business Overview
 - 9.2.6 Foursquare Recent Developments
- 9.3 PlacelQ
 - 9.3.1 PlacelQ Location-Based Advertising Platform Basic Information
 - 9.3.2 PlacelQ Location-Based Advertising Platform Product Overview
 - 9.3.3 PlacelQ Location-Based Advertising Platform Product Market Performance
 - 9.3.4 PlacelQ Location-Based Advertising Platform SWOT Analysis
 - 9.3.5 PlacelQ Business Overview
 - 9.3.6 PlacelQ Recent Developments
- 9.4 GroundTruth
 - 9.4.1 GroundTruth Location-Based Advertising Platform Basic Information
 - 9.4.2 GroundTruth Location-Based Advertising Platform Product Overview
 - 9.4.3 GroundTruth Location-Based Advertising Platform Product Market Performance
 - 9.4.4 GroundTruth Business Overview
 - 9.4.5 GroundTruth Recent Developments
- 9.5 Quotient
 - 9.5.1 Quotient Location-Based Advertising Platform Basic Information
 - 9.5.2 Quotient Location-Based Advertising Platform Product Overview
 - 9.5.3 Quotient Location-Based Advertising Platform Product Market Performance
 - 9.5.4 Quotient Business Overview
 - 9.5.5 Quotient Recent Developments
- 9.6 Groupon
 - 9.6.1 Groupon Location-Based Advertising Platform Basic Information
 - 9.6.2 Groupon Location-Based Advertising Platform Product Overview
 - 9.6.3 Groupon Location-Based Advertising Platform Product Market Performance
 - 9.6.4 Groupon Business Overview
 - 9.6.5 Groupon Recent Developments
- 9.7 Placecast

- 9.7.1 Placecast Location-Based Advertising Platform Basic Information
- 9.7.2 Placecast Location-Based Advertising Platform Product Overview
- 9.7.3 Placecast Location-Based Advertising Platform Product Market Performance
- 9.7.4 Placecast Business Overview
- 9.7.5 Placecast Recent Developments
- 9.8 Scanbuy
 - 9.8.1 Scanbuy Location-Based Advertising Platform Basic Information
 - 9.8.2 Scanbuy Location-Based Advertising Platform Product Overview
 - 9.8.3 Scanbuy Location-Based Advertising Platform Product Market Performance
 - 9.8.4 Scanbuy Business Overview
 - 9.8.5 Scanbuy Recent Developments
- 9.9 Shopkick
 - 9.9.1 Shopkick Location-Based Advertising Platform Basic Information
 - 9.9.2 Shopkick Location-Based Advertising Platform Product Overview
 - 9.9.3 Shopkick Location-Based Advertising Platform Product Market Performance
 - 9.9.4 Shopkick Business Overview
 - 9.9.5 Shopkick Recent Developments
- 9.10 Telenity
 - 9.10.1 Telenity Location-Based Advertising Platform Basic Information
 - 9.10.2 Telenity Location-Based Advertising Platform Product Overview
 - 9.10.3 Telenity Location-Based Advertising Platform Product Market Performance
 - 9.10.4 Telenity Business Overview
 - 9.10.5 Telenity Recent Developments
- 9.11 AdMoove
 - 9.11.1 AdMoove Location-Based Advertising Platform Basic Information
 - 9.11.2 AdMoove Location-Based Advertising Platform Product Overview
 - 9.11.3 AdMoove Location-Based Advertising Platform Product Market Performance
 - 9.11.4 AdMoove Business Overview
 - 9.11.5 AdMoove Recent Developments
- 9.12 AdNear
 - 9.12.1 AdNear Location-Based Advertising Platform Basic Information
 - 9.12.2 AdNear Location-Based Advertising Platform Product Overview
 - 9.12.3 AdNear Location-Based Advertising Platform Product Market Performance
 - 9.12.4 AdNear Business Overview
 - 9.12.5 AdNear Recent Developments
- 9.13 Sekel Tech
 - 9.13.1 Sekel Tech Location-Based Advertising Platform Basic Information
 - 9.13.2 Sekel Tech Location-Based Advertising Platform Product Overview
 - 9.13.3 Sekel Tech Location-Based Advertising Platform Product Market Performance

9.13.4 Sekel Tech Business Overview

9.13.5 Sekel Tech Recent Developments

10 LOCATION-BASED ADVERTISING PLATFORM REGIONAL MARKET FORECAST

10.1 Global Location-Based Advertising Platform Market Size Forecast

10.2 Global Location-Based Advertising Platform Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Location-Based Advertising Platform Market Size Forecast by Country

10.2.3 Asia Pacific Location-Based Advertising Platform Market Size Forecast by Region

10.2.4 South America Location-Based Advertising Platform Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Consumption of Location-Based Advertising Platform by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2030)

11.1 Global Location-Based Advertising Platform Market Forecast by Type (2025-2030)

11.2 Global Location-Based Advertising Platform Market Forecast by Application (2025-2030)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Location-Based Advertising Platform Market Size Comparison by Region (M USD)

Table 5. Global Location-Based Advertising Platform Revenue (M USD) by Company (2019-2024)

Table 6. Global Location-Based Advertising Platform Revenue Share by Company (2019-2024)

Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Location-Based Advertising Platform as of 2022)

Table 8. Company Location-Based Advertising Platform Market Size Sites and Area Served

Table 9. Company Location-Based Advertising Platform Product Type

Table 10. Global Location-Based Advertising Platform Company Market Concentration Ratio (CR5 and HHI)

Table 11. Mergers & Acquisitions, Expansion Plans

Table 12. Value Chain Map of Location-Based Advertising Platform

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Location-Based Advertising Platform Market Challenges

Table 18. Global Location-Based Advertising Platform Market Size by Type (M USD)

Table 19. Global Location-Based Advertising Platform Market Size (M USD) by Type (2019-2024)

Table 20. Global Location-Based Advertising Platform Market Size Share by Type (2019-2024)

Table 21. Global Location-Based Advertising Platform Market Size Growth Rate by Type (2019-2024)

Table 22. Global Location-Based Advertising Platform Market Size by Application

Table 23. Global Location-Based Advertising Platform Market Size by Application (2019-2024) & (M USD)

Table 24. Global Location-Based Advertising Platform Market Share by Application (2019-2024)

Table 25. Global Location-Based Advertising Platform Market Size Growth Rate by Application (2019-2024)

Table 26. Global Location-Based Advertising Platform Market Size by Region (2019-2024) & (M USD)

Table 27. Global Location-Based Advertising Platform Market Size Market Share by Region (2019-2024)

Table 28. North America Location-Based Advertising Platform Market Size by Country (2019-2024) & (M USD)

Table 29. Europe Location-Based Advertising Platform Market Size by Country (2019-2024) & (M USD)

Table 30. Asia Pacific Location-Based Advertising Platform Market Size by Region (2019-2024) & (M USD)

Table 31. South America Location-Based Advertising Platform Market Size by Country (2019-2024) & (M USD)

Table 32. Middle East and Africa Location-Based Advertising Platform Market Size by Region (2019-2024) & (M USD)

Table 33. Cirius Technologies Location-Based Advertising Platform Basic Information

Table 34. Cirius Technologies Location-Based Advertising Platform Product Overview

Table 35. Cirius Technologies Location-Based Advertising Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 36. Cirius Technologies Location-Based Advertising Platform SWOT Analysis

Table 37. Cirius Technologies Business Overview

Table 38. Cirius Technologies Recent Developments

Table 39. Foursquare Location-Based Advertising Platform Basic Information

Table 40. Foursquare Location-Based Advertising Platform Product Overview

Table 41. Foursquare Location-Based Advertising Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 42. Foursquare Location-Based Advertising Platform SWOT Analysis

Table 43. Foursquare Business Overview

Table 44. Foursquare Recent Developments

Table 45. PlacelQ Location-Based Advertising Platform Basic Information

Table 46. PlacelQ Location-Based Advertising Platform Product Overview

Table 47. PlacelQ Location-Based Advertising Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 48. PlacelQ Location-Based Advertising Platform SWOT Analysis

Table 49. PlacelQ Business Overview

Table 50. PlacelQ Recent Developments

Table 51. GroundTruth Location-Based Advertising Platform Basic Information

Table 52. GroundTruth Location-Based Advertising Platform Product Overview

Table 53. GroundTruth Location-Based Advertising Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 54. GroundTruth Business Overview

Table 55. GroundTruth Recent Developments

Table 56. Quotient Location-Based Advertising Platform Basic Information

Table 57. Quotient Location-Based Advertising Platform Product Overview

Table 58. Quotient Location-Based Advertising Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 59. Quotient Business Overview

Table 60. Quotient Recent Developments

Table 61. Groupon Location-Based Advertising Platform Basic Information

Table 62. Groupon Location-Based Advertising Platform Product Overview

Table 63. Groupon Location-Based Advertising Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 64. Groupon Business Overview

Table 65. Groupon Recent Developments

Table 66. Placecast Location-Based Advertising Platform Basic Information

Table 67. Placecast Location-Based Advertising Platform Product Overview

Table 68. Placecast Location-Based Advertising Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 69. Placecast Business Overview

Table 70. Placecast Recent Developments

Table 71. Scanbuy Location-Based Advertising Platform Basic Information

Table 72. Scanbuy Location-Based Advertising Platform Product Overview

Table 73. Scanbuy Location-Based Advertising Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 74. Scanbuy Business Overview

Table 75. Scanbuy Recent Developments

Table 76. Shopkick Location-Based Advertising Platform Basic Information

Table 77. Shopkick Location-Based Advertising Platform Product Overview

Table 78. Shopkick Location-Based Advertising Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 79. Shopkick Business Overview

Table 80. Shopkick Recent Developments

Table 81. Telenity Location-Based Advertising Platform Basic Information

Table 82. Telenity Location-Based Advertising Platform Product Overview

Table 83. Telenity Location-Based Advertising Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 84. Telenity Business Overview

Table 85. Telenity Recent Developments

Table 86. AdMoove Location-Based Advertising Platform Basic Information

Table 87. AdMoove Location-Based Advertising Platform Product Overview

Table 88. AdMoove Location-Based Advertising Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 89. AdMoove Business Overview

Table 90. AdMoove Recent Developments

Table 91. AdNear Location-Based Advertising Platform Basic Information

Table 92. AdNear Location-Based Advertising Platform Product Overview

Table 93. AdNear Location-Based Advertising Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 94. AdNear Business Overview

Table 95. AdNear Recent Developments

Table 96. Sekel Tech Location-Based Advertising Platform Basic Information

Table 97. Sekel Tech Location-Based Advertising Platform Product Overview

Table 98. Sekel Tech Location-Based Advertising Platform Revenue (M USD) and Gross Margin (2019-2024)

Table 99. Sekel Tech Business Overview

Table 100. Sekel Tech Recent Developments

Table 101. Global Location-Based Advertising Platform Market Size Forecast by Region (2025-2030) & (M USD)

Table 102. North America Location-Based Advertising Platform Market Size Forecast by Country (2025-2030) & (M USD)

Table 103. Europe Location-Based Advertising Platform Market Size Forecast by Country (2025-2030) & (M USD)

Table 104. Asia Pacific Location-Based Advertising Platform Market Size Forecast by Region (2025-2030) & (M USD)

Table 105. South America Location-Based Advertising Platform Market Size Forecast by Country (2025-2030) & (M USD)

Table 106. Middle East and Africa Location-Based Advertising Platform Market Size Forecast by Country (2025-2030) & (M USD)

Table 107. Global Location-Based Advertising Platform Market Size Forecast by Type (2025-2030) & (M USD)

Table 108. Global Location-Based Advertising Platform Market Size Forecast by Application (2025-2030) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Industrial Chain of Location-Based Advertising Platform
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Location-Based Advertising Platform Market Size (M USD), 2019-2030
- Figure 5. Global Location-Based Advertising Platform Market Size (M USD) (2019-2030)
- Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 8. Evaluation Matrix of Regional Market Development Potential
- Figure 9. Location-Based Advertising Platform Market Size by Country (M USD)
- Figure 10. Global Location-Based Advertising Platform Revenue Share by Company in 2023
- Figure 11. Location-Based Advertising Platform Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023
- Figure 12. The Global 5 and 10 Largest Players: Market Share by Location-Based Advertising Platform Revenue in 2023
- Figure 13. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 14. Global Location-Based Advertising Platform Market Share by Type
- Figure 15. Market Size Share of Location-Based Advertising Platform by Type (2019-2024)
- Figure 16. Market Size Market Share of Location-Based Advertising Platform by Type in 2022
- Figure 17. Global Location-Based Advertising Platform Market Size Growth Rate by Type (2019-2024)
- Figure 18. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 19. Global Location-Based Advertising Platform Market Share by Application
- Figure 20. Global Location-Based Advertising Platform Market Share by Application (2019-2024)
- Figure 21. Global Location-Based Advertising Platform Market Share by Application in 2022
- Figure 22. Global Location-Based Advertising Platform Market Size Growth Rate by Application (2019-2024)
- Figure 23. Global Location-Based Advertising Platform Market Size Market Share by Region (2019-2024)
- Figure 24. North America Location-Based Advertising Platform Market Size and Growth

Rate (2019-2024) & (M USD)

Figure 25. North America Location-Based Advertising Platform Market Size Market Share by Country in 2023

Figure 26. U.S. Location-Based Advertising Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 27. Canada Location-Based Advertising Platform Market Size (M USD) and Growth Rate (2019-2024)

Figure 28. Mexico Location-Based Advertising Platform Market Size (Units) and Growth Rate (2019-2024)

Figure 29. Europe Location-Based Advertising Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 30. Europe Location-Based Advertising Platform Market Size Market Share by Country in 2023

Figure 31. Germany Location-Based Advertising Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 32. France Location-Based Advertising Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 33. U.K. Location-Based Advertising Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 34. Italy Location-Based Advertising Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 35. Russia Location-Based Advertising Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 36. Asia Pacific Location-Based Advertising Platform Market Size and Growth Rate (M USD)

Figure 37. Asia Pacific Location-Based Advertising Platform Market Size Market Share by Region in 2023

Figure 38. China Location-Based Advertising Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 39. Japan Location-Based Advertising Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 40. South Korea Location-Based Advertising Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 41. India Location-Based Advertising Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 42. Southeast Asia Location-Based Advertising Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 43. South America Location-Based Advertising Platform Market Size and Growth Rate (M USD)

Figure 44. South America Location-Based Advertising Platform Market Size Market Share by Country in 2023

Figure 45. Brazil Location-Based Advertising Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 46. Argentina Location-Based Advertising Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 47. Columbia Location-Based Advertising Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 48. Middle East and Africa Location-Based Advertising Platform Market Size and Growth Rate (M USD)

Figure 49. Middle East and Africa Location-Based Advertising Platform Market Size Market Share by Region in 2023

Figure 50. Saudi Arabia Location-Based Advertising Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 51. UAE Location-Based Advertising Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 52. Egypt Location-Based Advertising Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 53. Nigeria Location-Based Advertising Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 54. South Africa Location-Based Advertising Platform Market Size and Growth Rate (2019-2024) & (M USD)

Figure 55. Global Location-Based Advertising Platform Market Size Forecast by Value (2019-2030) & (M USD)

Figure 56. Global Location-Based Advertising Platform Market Share Forecast by Type (2025-2030)

Figure 57. Global Location-Based Advertising Platform Market Share Forecast by Application (2025-2030)

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