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Europe Location Based Advertising Market By Type (Push and Pull), By Application (Public Spaces, Retail Outlets and Airports & Others), By Content Type (Multimedia and Text), By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Europe Location Based Advertising Market would witness market growth of 17.6% CAGR during the forecast period (2020-2026).

Location-based advertisement is an effective marketing strategy that can help ensure that mobile advertisements effectively stand out in the populated space of always-on digital creative. Putting an advertiser in a marketing mix allows their mobile innovative ability to communicate with customers with a highly developed relevance and context, which is what mobile consumers want in return for enabling advertisers and marketers to access their personal mobile data on a regular basis.

Location-based services are being used for information about the location of users through the Internet using geo-data in real-time. The introduction of mobile apps, wireless technologies, cloud networking, Internet of Things (IoT) and smartphone applications has resulted in increased traffic on websites. This has accelerated the adoption of LBS to optimize connectivity and boost customer experience depending on the position of the end user, which in turn is projected to accelerate demand growth in location-based services.

As a result, LBS has gained prominence in a wide variety of industries, including finance, defense and intelligence, transport, telecommunications, manufacturing, e-commerce, energy and natural resource management. In addition, due to the growing number of connected devices and machine-to-machine communication networks, a

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significant amount of real-time location-based data sets are being produced. This has contributed significantly to the growth of Internet of Things (IoT) devices across a wide variety of industries that help businesses build smart geo-mapping solutions. Key factors are expected to drive the growth of the global location-based services market during the forecast period.

Based on Type, the market is segmented into Push and Pull. Based on Application, the market is segmented into Public Spaces, Retail Outlets and Airports & Others. Based on Content Type, the market is segmented into Multimedia and Text. Based on countries, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Ericsson AB (Placecast), Google, Inc., IBM Corporation, Near Pte. Ltd., Telenity, Inc., Scanbuy, Inc., Foursquare Labs, Inc., Shopkick, Inc. (Trax), GroundTruth, Inc., and AdMoove SAS.

Scope of the Study

Market Segmentation:

By Type

- Push
- Pull

By Application

- Public Spaces
- Retail Outlets
- Airports & Others

By Content Type

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Multimedia

Text

By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Companies Profiled

Ericsson AB (Placecast)

Google, Inc.

IBM Corporation

Near Pte. Ltd.

Telenity, Inc.

Scanbuy, Inc.

Foursquare Labs, Inc.

Shopkick, Inc. (Trax)

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GroundTruth, Inc.

AdMoove SAS

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