

LAMEA 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 Latin America, Middle East and Africa Location Based Advertising Market would witness market growth of 21.7% CAGR during the forecast period (2020-2026).

Location-based marketing has become widely prevalent and affordable — making it a powerful resource for both large and small businesses. The goal of any marketing strategy should be to draw more consumers. Location-based advertising will help businesses achieve that by introducing the business in front of consumers when they are the most willing to buy a company's products or services. For example, the clientele of a fitness instructor is within the instructor's city. Thus, the person can create Facebook advertisements that are open to those within the specific zip code — which improves the probability of new leads being followed.

Small businesses around the globe are also finding ways to get more foot traffic to their brick and mortar stores. With the introduction of location-based mobile ads, small-to-medium businesses (SMBs) are already in a position to target potential customers who are within proximity of their stores. Location Based Marketing (LBA) helps marketers to customize their marketing message depending on where the potential audiences are geographically located.

Location-based services (LBS) help customize messages to any variety of scenarios. For example, retail locations, weather, friends' proximity, and transport routes. By understanding where the customers are and how they normally respond, advertisers

can tap into their habits and encourage them to accept offers and notifications that make sense of their location. It would be the most personal kind of mobile advertising.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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

Multimedia

Text

By Country

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

Companies Profiled

Ericsson AB (Placecast)

Google, Inc.

IBM Corporation

Near Pte. Ltd.

Telenity, Inc.

Scanbuy, Inc.

Foursquare Labs, Inc.

Shopkick, Inc. (Trax)

GroundTruth, Inc.

AdMoove SAS

Unique Offerings from KBV Research

Exhaustive coverage

Highest number of market tables and figures

Subscription based model available

Guaranteed best price

Assured post sales research support with 10% customization free

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