

# **North America 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 North America Location Based Advertising Market would witness market growth of 16.8% 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.

Throughout the LBA industry, suppliers with various platforms, including advertising and location systems, provide freemium applications that are used to encourage advertisers to access their core services. Service providers, however, charge for additional content and features provided. In addition, there is a growing trend among location-based product vendors to collaborate with analytical service providers to develop their solutions.

The progressive initiatives towards digitalization between marketers and advertisers to promote products and services, the increase of GPS-enabled mobile use and the growing use of social networking and e-commerce platforms are leading to the growth

of the Location Based Advertising (LBA) market. Mobile apps with location-based services also created a clear connection between brands and consumers, allowing high user interaction and improved sales. In addition, technical advancements in network technology such as 5G, the proliferation of emerging data sources and the usage of analytics to obtain customer knowledge are expected to have a significant effect on the industry over 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 U.S., Mexico, Canada, and Rest of North America.

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

US

Canada

Mexico

Rest of North America

### 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

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