

Global Indoor Location-based Search and Advertising Market Growth (Status and Outlook) 2024-2030

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Abstracts

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According to this study, the global Indoor Location-based Search and Advertising market size will reach US\$ million by 2030.

The business scenario around the world is undergoing a huge paradigm shift. Location information has started to play an increasingly critical role in the way businesses operate. This has greatly affected the Retail sector and has spurred the advent of a new realm of marketing - location-based marketing (LBM).

LBM is an amalgamation of all types of marketing channels and strategies including but not limited to social media marketing, OOH advertising, and individual interactions.

This report presents a comprehensive overview, market shares, and growth opportunities of Indoor Location-based Search and Advertising market by product type, application, key players and key regions and countries.

Segmentation by product type:

Push

Pull

Segmentation by Application:

Search

Messaging

Display

This report also splits the market by region:

United States

China

Europe

Other regions:

Japan

South Korea

Southeast Asia

Rest of world

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report:

Apple

Foursquare

Google

XAD

AdMoove (HiMedia)

Groupon

Near

Aislelabs

Appello Systems

Badoo, bfonics

BLIP Systems A/S

Burpple

COUPIES

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