

Global Location Based Marketing Services Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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Abstracts

Location-based marketing (LMS) is a direct marketing strategy that uses a mobile device's location to alert the device's owner about an offering from a near-by business. Based on the Location Based Marketing Services market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Location Based Marketing Services market covered in Chapter 5:

PlacelQ

Placecast

Scanbuy

Shopkick

Groupon

Telenity
Comporium Media Services
Groundtruth
uberall GmbH
Google

In Chapter 6, on the basis of types, the Location Based Marketing Services market from 2015 to 2025 is primarily split into:

Banner Display/Pop ups
Video
Search Result
E-mail and Message
Social Media Content
Voice Calling

In Chapter 7, on the basis of applications, the Location Based Marketing Services market from 2015 to 2025 covers:

Retail
Hospitality
Healthcare
BFSI
Education
Technology and Media
Transportation and Logistics
Automotive
Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)
United States
Canada
Mexico
Europe (Covered in Chapter 10)
Germany
UK
France
Italy

Spain
Russia
Others
Asia-Pacific (Covered in Chapter 11)
China
Japan
South Korea
Australia
India
South America (Covered in Chapter 12)
Brazil
Argentina
Columbia
Middle East and Africa (Covered in Chapter 13)
UAE
Egypt
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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