

Global Location-based Search and Advertising Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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Abstracts

Location-based search and advertising involves integrating advertisements with location-based solutions. It is basically used to differentiate a set of customers based on their interests and location. People use their mobile devices to search for local events in their vicinity related to dining, movies, travel, children, or home decor. Location-based search and advertising is the best way to communicate the right message to the right set of customers at the right time in a meaningful and engaging way. It is a method of direct communication between consumers and marketing companies, and it helps companies figure out the right set of target customers based on their likes, interests, and geographical locations.

Based on the Location-based Search and Advertising 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 Search and Advertising market covered in Chapter 5:

Verve
Groupon
Yoose
Ping Mobile
Xad
Polaris Wireless
Shopkick
Thinknear
Thumbvista
Gimbal
Social Retail
Waze (Google)
Foursquare
Scanbuy
Qualcomm Izat
bfonics

In Chapter 6, on the basis of types, the Location-based Search and Advertising market from 2015 to 2025 is primarily split into:

Assisted GPS (A-GPS)
GPS
Enhanced GPS (E-GPS)
Enhanced Observed Time Difference (E-OTD)
Observed Time Difference (OTD)
Cell ID
Wi-Fi

In Chapter 7, on the basis of applications, the Location-based Search and Advertising market from 2015 to 2025 covers:

Retail Outlets
Public Places
Airports
Hospitals

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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