

Context is King: Monetizing Consumer Data for Commerce

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Abstracts

Mobile commerce has been growing exponentially since the iPhone launch. Data from personal preferences, locations, and social media feeds, along with push notification and mobile payment functions, allow companies to promote brands and convert transactions much more easily and successfully. This report examines the role of consumer data in mobile marketing and advertising and highlights the best practices of mobile marketing. It updates the five-year forecasts for U.S. mobile advertising and mobile commerce revenues.

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