Location-Based Advertising and Marketing - 3rd Edition

Description: Learn why location-based advertising and marketing is not just for early adopters but a great opportunity for brand marketers and retailers today. The total value of the global real-time mobile location-based marketing and advertising market will grow from € 1.2 billion in 2013 at a CAGR of 54 percent to € 10.7 billion in 2018. Find out what the industry leaders are doing and anticipate their strategies for the future in this 190 page report in the LBS Research Series.

Location-Based Advertising and Marketing is the third consecutive report from Berg Insight analysing the latest developments on the location-targeted advertising market worldwide.

This strategic research report provides you with 190 pages of unique business intelligence including 5-year industry forecasts and expert commentary on which to base your business decisions.

This report will allow you to:
- Identify tomorrow's most profitable LBA opportunities in the mobile space.
- Understand the fundamentals of the ad-based mobile media revenue models.
- Recognise the key enablers of growth in the LBA market.
- Comprehend the relative importance of digital channels compared to other advertising media.
- Learn about the experiences of LBA campaigns by top global brands.
- Profit from valuable insights about LBA business models.

This report answers the following questions:
- How can location technology improve the relevancy of mobile advertising?
- What are the experiences from mobile LBA campaigns so far?
- How should mobile LBA be integrated in the marketing media mix?
- Which categories of companies can leverage mobile location-based advertising?
- Which are the LBA specialists that stand out of the crowd?
- How are mobile operators such as AT&T, Orange and SFR approaching LBA?
- How are traditional mobile advertising players and major digital and telecom players positioning themselves in this market?
- How well suited for LBA are the existing and future mobile media channels?
- Which are the main drivers and barriers on the market?

Who should buy this report? Location-Based Advertising and Marketing is the foremost source of information about the status, future trends and technology developments on this market. Whether you are a telecom vendor, mobile operator, advertising agency, investor, consultant or application developer, you will gain valuable insights from this in-depth research.

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