Global Indoor Location-based Search and Advertising Market 2014-2018

Description: About Indoor Location-based Search and Advertising

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. Brands are coming up with new innovative ways to engage and interact with consumers. Level of personalization offered is becoming the new means to gain competitive advantage. 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.

Covered in this Report
The Global Indoor Location-based Search and Advertising market can be segmented into four segments by application: Retail, Hospitality, Healthcare, and Aviation. This report covers the present scenario and the growth prospects of the Global Indoor Location-based Search and Advertising market for the period 2014-2018. To calculate the market size, the report considers revenue generated from the following:

- The usage of indoor location-based search and advertising strategies across the globe
- The revenue generated from annual sales of beacons and platforms
- The revenue generated from indoor positioning test equipment

The report, the Global Indoor Location-based Search and Advertising Market 2014-2018, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the Americas, and the EMEA and APAC regions; it also covers the Global Indoor Location-based Search and Advertising market landscape and its growth prospects in the coming years. The report also includes a discussion of the key vendors operating in this market.

Key Vendors
- Apple
- Google
- HERE
- Micello
- Shopkick

Other Prominent Vendors
- Broadcom
- FastMall.com
- Follow Mee GPS Tracker
- Indoo.rs
- Path Intelligence
- Sensewhere
- Skyhook Wireless
- Sonic Notify
- Walkbase

Market Drivers
- Cost Effectiveness of Indoor Location-based Search and Advertising Leading to Increased Adoption
- For a full, detailed list, view our report

Market Challenges
- Security and Privacy Concerns
- For a full, detailed list, view our report

Market Trends
- Retailers Going an Extra Mile to Engage with Consumers
- For a full, detailed list, view our report
Key Questions Answered in this Report
- What will the market size be in 2018 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

The report is also available as part of our annual subscription offer. Please get in touch with our customers service team in order to find out more.

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