Global Location-based Search and Advertising Market 2015-2019

Description: About Location-based Search and Advertising

Location-based search and advertising deals with the concept of integrating the advertisements with the location based solutions. It is used to stand out a particular set of customers based on their interests and location. There are two types of advertisements that comes under location based search as push advertisements and pull advertisements. Push advertisements refer to sending of bulk messages to the customers that lives nearby. It is one way communication process between the company and consumers. On the contrary, pull advertisements refer to the sending of promotional deals and offers with a customization based on the requirement of the user. It helps in enhanced communication process as it's a two-way communication process between the users and the company.

The analysts forecast the Global Location-based Search and Advertising market to grow at a CAGR of 43.23 percent over the period 2015-2019.

Covered in this Report

The Global Location-based Search and Advertising market can be segmented on the basis of Types of Advertisement and by Application. The Global Location-based Search and Advertising market by Types of Advertisement can be segmented into Push and Pull. The Global Location-based Search and Advertising market by Application can be segmented into Search, Messaging and Display.

The report, the Global Location-based Search and Advertisement market 2015-2019, 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. The report also includes a discussion of the key vendors operating in this market.

Key Regions
- Americas
- APAC
- EMEA

Key Vendors
- AdMoove
- AdNear
- Foursquare
- Google
- Groupon
- Jiepang
- xAD

Other Prominent Vendors
- AdMoove
- AT&T Mobility
- Bharti Airtel
- BLIP Systems
- Foursquare
- France Telecom
- HERE (Nokia)
- Jiepang
- LivingSocial
- MTN Group
- Scanbuy
- Scoutmob
- Shopkick
- Sprylogics
- TeleNav
- Telenity
Market Driver
- Increased Usage of Cost-effective Marketing Techniques
- For a full, detailed list, view our report.

Market Challenge
- Lack of Data Availability
- For a full, detailed list, view our report.

Market Trend
- Increasing Adoption of Web 2.0 Applications in Marketing Space
- For a full, detailed list, view our report.

Key Questions Answered in this Report
- What will the market size be in 2019 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.

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

Contents:
01. Executive Summary
02. List of Abbreviations
03. Scope of the Report
03.1 Market Overview
03.2 Product Offerings
04. Market Research Methodology
04.1 Market Research Process
04.2 Research Methodology
05. Introduction
06. Market Landscape
06.1 Market Overview
06.2 Market Size and Forecast
06.3 Five Forces Analysis
07. Market Segmentation by Type of Advertising
07.1 Global Location-based Search and Advertising Market Segmentation by Type of Advertising
07.2 Global Location-based Search and Advertising Market by Push Segment
07.2.1 Market Size and Forecast
07.3 Global Location-based Search and Advertising Market by Pull Segment
07.3.1 Market Size and Forecast
08. Market Segmentation by Application
08.1 Global Location-based Search and Advertising Market Segmentation by Application
08.2 Global Location-based Search and Advertising Market by Search Segment
08.2.1 Market Size and Forecast
08.3 Global Location-based Search and Advertising Market by Messaging Segment
08.3.1 Market Size and Forecast
08.4 Global Location-based Search and Advertising Market by Display Segment
08.4.1 Market Size and Forecast
09. Geographical Segmentation
09.1 Global Location-based Search and Advertising Market by Geographical Segmentation 2014
10. Buying Criteria
11. Market Growth Drivers
12. Drivers and their Impact
13. Market Challenges
14. Impact of Drivers and Challenges
15. Market Trends
16. Trends and their Impact
17. Vendor Landscape
17.1 Competitive Scenario
17.1.1 Mergers and Acquisitions
17.2 Market Share Analysis 2014
17.3 Other Prominent Vendors
18. Key Vendor Analysis
18.1 AdMoove
18.1.1 Key Facts
18.1.2 Business Overview
18.1.3 SWOT Analysis
18.2 Adnear
18.2.1 Key Facts
18.2.2 Business Overview
18.2.3 Key Locations
18.2.4 Business Strategy
18.2.5 Recent Developments
18.2.6 SWOT Analysis
18.3 Foursquare Labs
18.3.1 Key Facts
18.3.2 Business Overview
18.3.3 Product Segmentation
18.3.4 Business Strategy
18.3.5 Recent Developments
18.3.6 SWOT Analysis
18.4 Google
18.4.1 Key Facts
18.4.2 Business Overview
18.4.3 Business Segmentation by Revenue 2013
18.4.4 Business Segmentation by Revenue 2012 and 2013
18.4.5 Geographical Segmentation by Revenue 2013
18.4.6 Business Strategy
18.4.7 Recent Developments
18.4.8 SWOT Analysis
18.5 Groupon
18.5.1 Key Facts
18.5.2 Business Overview
18.5.3 SWOT Analysis
18.6 Jiepang
18.6.1 Key Facts
18.6.2 Business Overview
18.6.3 SWOT Analysis
18.7 xAD
18.7.1 Key Facts
18.7.2 Business Overview
18.7.3 SWOT Analysis
19. Other Reports in this Series

List of Exhibits
Exhibit 1: Market Research Methodology
Exhibit 2: History of Advertising
Exhibit 3: Percentage Share of Commercial Venues by Usage of Mobile Devices 2014
Exhibit 4: Consumer Usage of Location-based Services
Exhibit 5: Global Advertising Market 2014 (US$ billion)
Exhibit 6: Global Location-based Search and Advertising Market 2014-2019 (US$ billion)
Exhibit 7: Global Location-based Search and Advertising Market Segmentation by Type of Advertising 2014-2019 (US$ billion)
Exhibit 8: Global Location-based Search and Advertising Market by Push Segment 2014-2019 (US$ billion)
Exhibit 9: Global Location-based Search and Advertising Market by Pull Segment 2014-2019 (US$ billion)
Exhibit 10: Global Location-based Search and Advertising Market Segmentation by Application
Exhibit 11: Global Location-based Search and Advertising Market Segmentation by Application 2014-2019 (US$ billion)
Exhibit 12: Global Location-based Search and Advertising Market by Search Segment 2014-2019 (US$ billion)
Exhibit 14: Global Location-based Search and Advertising Market by Display Segment 2014-2019 (US$ billion)
Exhibit 15: Global Location-based Search and Advertising Market by Geographical Segmentation 2014
Exhibit 16: Adnear: Key Locations
Exhibit 17: Foursquare Labs: Product Segmentation 2013
Exhibit 18: Google: Business Segmentation by Revenue 2013
Exhibit 19: Google: Business Segmentation by Revenue 2012 and 2013 (US$ million)
Exhibit 20: Google: Geographical Segmentation by Revenue 2013

Ordering:
Order Online - [http://www.researchandmarkets.com/reports/3058587/](http://www.researchandmarkets.com/reports/3058587/)
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Global Location-based Search and Advertising Market 2015-2019
Web Address: http://www.researchandmarkets.com/reports/3058587/
Office Code: SCBRU75R

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td></td>
<td>USD 2500</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users</td>
<td></td>
<td>USD 2800</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License</td>
<td></td>
<td>USD 3500</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td></td>
<td>USD 10000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof [ ]
First Name: __________________________ Last Name: __________________________
Email Address: * __________________________
Job Title: __________________________
Organisation: __________________________
Address: __________________________
City: __________________________
Postal / Zip Code: __________________________
Country: __________________________
Phone Number: __________________________
Fax Number: __________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World