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 Advertising 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?

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