

Location-based Search and Advertising 2017 Global Market Expected to Grow at CAGR 45.95% and Forecast to 2020

The analysts forecast the global location-based search and advertising market to grow at a CAGR of 45.95% during the period 2016-2020.

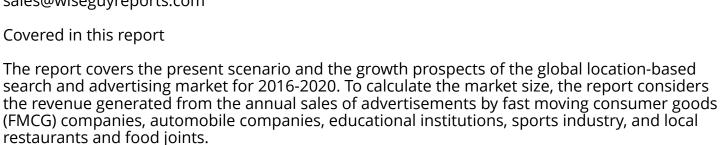
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WiseGuyReports.Com Publish a New Market Research Report On - "Location-based Search and Advertising 2017 Global Market Expected to Grow at CAGR 45.95% and Forecast to 2020".

Location-based search and advertising enable users to integrate mobile advertising with mobile technologies such as location-based services. The location-based search and advertising market is likely to grow significantly in the mobile advertising industry.

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The market is divided into the following segments based on geography:

- Americas
- APAC
- EMEA

The report, Global Location-Based Search and Advertising Market 2016-2020, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a



discussion of the key vendors operating in this market.

Key vendors

- AdMoove (HiMedia)
- Foursquare
- Groupon
- Near
- xAD

Other prominent vendors

- Adfalcon (Noquoush)
- Aislelabs
- Appello Systems
- Badoo, bfonics
- BLIP Systems A/S
- Burpple
- COUPIES
- Facebook
- Gimble
- Hungry Go Where (SingTel)
- Intersec
- latis Mobile
- Komli Mobile
- Millennial Media (Verizon)
- Madvertise media (Mobile Network Group)
- Nexage (Verizon)
- NeoMedia
- Ping Mobile
- Polaris Wireless
- Proxama, Scanbuy
- Shopkick (SK Planet)
- ShowNearby (Honeybay)
- Social Retail
- Sprooki
- Thinknear (TeleNav)
- Thumbvista
- Verve Wireless
- Vouchercloud (Vodafone)
- Waze (Google)
- Weve (O2)
- Wimdu
- Yoose

Market driver

- Reduced cost of marketing and enhanced consumer outreach
- For a full, detailed list, view our report

Market challenge

- Lack of awareness
- For a full, detailed list, view our report

Market trend

- Integration of location-based search with social networking websites
- For a full, detailed list, view our report

Key questions answered in this report

- What will the market size be in 2020 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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Table Of Contents - Major Key Points

PART 01: Executive summary

Highlights

PART 02: Scope of the report

- Market overview
- Top-vendor offerings

PART 03: Market research methodology

- Research methodology
- Economic indicators

PART 04: Introduction

Key market highlights

PART 05: Market landscape

- Market overview
- Market size and forecast
- Five forces analysis

PART 06: Market segmentation by application

Market size and forecast

PART 07: Market segmentation by technology

Market size and forecast

PART 08: Market segmentation by end-user's point of presence

Market size and forecast

PART 09: Geographical segmentation

Market size and forecast

PART 10: Market drivers

PART 11: Impact of drivers

PART 12: Market challenges

Continued......

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