

# Geomarketing Market Insights & News: Forecasting Growth Opportunities in Geolocation Services Industry | CAGR of 21.5%

*Mobile proliferation, location-based personalization, hyperlocal marketing demand, data-driven decisions, and IoT advancements drive geomarketing market growth.*

PORTLAND, OREGON, UNITED STATES, July 28, 2023 /EINPresswire.com/ -- The [Global Geomarketing Market](#) was valued at \$11.4 billion in 2021 and is anticipated to increase at a CAGR of 21.5% from 2022 to 2031 to reach \$78.9 billion.



Delivering the right message to the right person in the right place is the goal of geomarketing. This marketing strategy makes use of location data to send messages to the most appropriate audience at the appropriate moment. Targeting and segmentation are crucial in geomarketing. Marketers are targeting consumers within this geographic category by creating segments based on geography.

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The increasing demand for personalized experiences has driven the adoption of geomarketing. Businesses leverage location data to deliver targeted offers, advertisements, and content based on customers' physical locations. This approach enhances customer engagement and improves the effectiveness of marketing campaigns.

With the widespread use of mobile devices and the Internet of Things (IoT) technology, location data has become more accessible and accurate. Geomarketing leverages this wealth of data to understand consumer behavior, track foot traffic, and optimize advertising strategies, making it a crucial driver in the geomarketing market.

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Hyperlocal marketing, which focuses on delivering highly relevant and timely messages to consumers within specific geographic areas, has gained significance. Geomarketing enables businesses to target local audiences effectively, drive foot traffic to brick-and-mortar stores, and build strong connections with nearby customers.

Geomarketing allows businesses to analyze location-based data to gain valuable insights into customer preferences, market trends, and competition. By making data-driven decisions, organizations can optimize their marketing efforts, allocate resources efficiently, and identify untapped opportunities, contributing to the rapid growth of the geomarketing market.

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The key players profiled in the geomarketing market analysis are Adobe, Cisco Systems, Inc., CleverTap, ESRI, Galigeo, Google LLC., HYP3R, Inc., IBM, Microsoft, Oracle, PlotProjects, Qualcomm Technologies, Inc., Saksoft, Salesforce, Inc., Software AG, Telefonaktiebolaget LM Ericsson, and Xtremepush. These players have adopted various strategies to increase their market penetration and strengthen their position in the Geomarketing Industry.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

David Correa

Allied Analytics LLP

1 800-792-5285

[email us here](#)

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