

Why Consumers Are Willing to Share Their Location Data with Marketers

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eMarketer Editors

In the latest episode of "Behind the Numbers," eMarketer's Yory Wurmser and Nicole Perrin discuss what marketers need to know about consumer attitudes toward location data.

Wurmser's report on location targeting, which also examines how marketers can effectively integrate location data information into their marketing campaigns, comes out on Feb. 26.

