

Many Marketers Look to Location Data to Plan Their Efforts

Knowing the offline consumer has proven helpful

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Jennifer King

For most marketers, location data is a powerful marketing tool. By using it, they can get actionable insights on consumer behavior and purchase intent.

But beyond the obvious, many also find it useful when planning future efforts. In fact, a recent [451 Research](#) survey of marketers in North America found that more than seven in 10 believe that "knowing how customers spend time in the real world is useful in planning marketing campaigns."

How Do Marketers in North America Rate the Benefits of Understanding Their Customers?

% of respondents, April 2018

Location information is a key element in understanding why and how customers interact with businesses



Knowing how customers spend time in the real world is useful in planning marketing campaigns



Mapping the offline customer journey provides actionable insights on consumer behavior, intent and brand affinity



■ Strongly agree—8-10 ■ 6-7 ■ 4-5 ■ Strongly disagree—1-3

Source: 451 Research, "Where Are We? A Marketer's Guide to Navigating Location Intelligence" commissioned by Cuebiq, May 30, 2018

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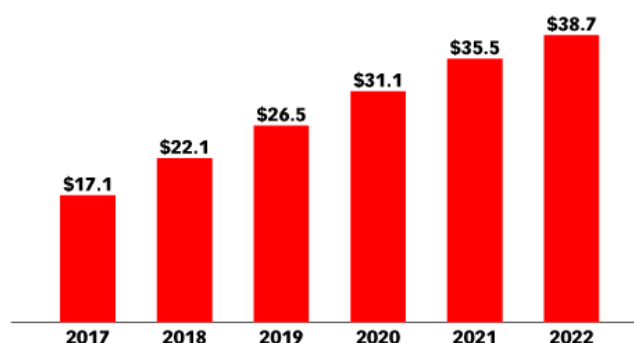
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Almost as many respondents said that location data helps them better understand why consumers choose to do business with them.

Investment in location targeting is growing. According to 451 Research, around eight in 10 of the marketers surveyed plan on increasing use of location data within the next two years. That mirrors findings from [BIA/Kelsey](#), which showed that US mobile location-targeted ad spending will more than double between 2017 and 2022.

US Mobile Location-Targeted Ad Spending, 2017-2022

billions



Note: includes mobile ads sold by traditional media players (e.g., newspaper/magazine publishers and TV/radio broadcasters)

Source: BIA/Kelsey, "U.S. Local Advertising Forecast 2018: Mobile and Social" as cited in press release, Feb 1, 2018

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This makes sense considering a [majority of mobile users allow their devices](#) to track their location. Indeed, many of their favorite apps depend on it.

"As marketers become more savvy about the sources and quality of data, their location targeting will become better," said eMarketer analyst Yory Wurmser, who covered the topic [in a report published earlier this year](#).