

# Using location data effectively, what's next for mobile experiences, and Apple impresses again

Audio

Learn how companies can use location data effectively and where location data goes from here. "In Other News," we discuss the most impressive part of Apple's earnings and what's next for smartphone experiences. Tune in to the discussion with our analyst Yory Wurmser.

**Use Cases for Location Data According to Executives Worldwide, by Vertical, Oct 2020**

% of respondents

	Financial services	Retail and ecommerce	Transport and logistics	Real estate	Travel and tourism
Digital customer experience enhancement	69%	65%	43%	59%	73%
Geomarketing and targeted communications	63%	78%	53%	68%	69%
Network and supply chain optimization	49%	60%	56%	35%	24%
Workforce coverage optimization	41%	34%	31%	30%	24%
Support function optimization	41%	0%	0%	0%	0%
On-premises customer experience enhancement	36%	38%	0%	48%	60%
Route planning and optimization	30%	53%	74%	33%	10%
Zone-based pricing	0%	37%	28%	28%	19%

Note: n=520  
Source: Boston Consulting Group (BCG) "Unlocking Value with Location Intelligence" commissioned by Google, Feb 8, 2021

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