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Is That iPhone In Your Pocket Just Location-Based Ad Bait?

 By Meghan Keane  September 04, 2008 | 12:02:33 PM Categories: [Advertising](#), [Mobile](#)

With the iPhone's new app store making it easier for third parties to tap into the phone's GPS capabilities, it was only a matter of time before advertisers jumped on board.

Today, online event tracker Eventful announced plans to work with geotargeting ad network 1020 Placecast to send targeted, location-based ads to its users.

Eventful is an online event tracker that keeps users abreast of upcoming local shows and gatherings and facilitates the ticket buying process. Placecast is Eventful's first cross-platform partner. As such they will serve advertisements to Eventful's webpages and mobile site — including their iPhone application that went live in August.

Eventful's iPhone app locates the user and informs them of events happening nearby. Now Placecast can use the technology to send localized advertising to Eventful users.

Placecast will also be sending tailored advertising to users according to zip code searches and other entered data, but it's the mobile aspect that presents the most potential for advertisers.

Stranded smartphone users are a strangely captive audience. Ads that would go unnoticed online — local restaurants or hardware stores — are exponentially more useful to a person looking for food or a hammer while standing on a street corner.

Currently, it looks like Eventful is still beholden to the advertisers that Placecast has signed on. The two advertising examples in the press release were for car dealerships near concerts that users would be interested in. The chance of a Coldplay fan being in the market for a new Scion just outside the concert venue is slim, but it does speak to the possibilities for relevant, location-based advertising in the future.

When advertisers figure out the details, they could score a windfall in mobile by minimizing the intrusion and providing people with something they actually want — useful information.



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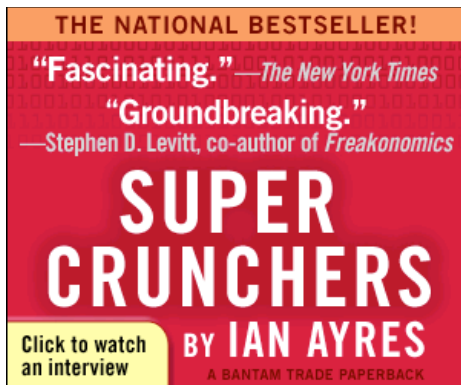
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knee-jerk reaction: i am actually receptive - in principle - to this idea. it puts information in my context. which may translate to my actually wanting to pick up something close to my current location. wait, my other knee just jerked and this tells me i could be providing more data (and possibly history) to big-brother types who will use this for evil instead of good.

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