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Forget Foursquare: Why Location Marketing Is New Point-of-Purchase

With a Projected Outlay of \$4B by 2015, Mobile Targeting Is Next Big Opportunity

by [Kunur Patel](#)
 Published: [March 22, 2010](#)



NEW YORK (AdAge.com) -- It's the ad served while you are reading the news in the morning on an e-reader that knows you're at home and three blocks from a Starbucks. It's a loyalty program on your phone that, through a hotel-room sensor, sets the lights and thermostat and turns the TV to CNN when you walk in the door. It's finding a restaurant in a strange city on a Tuesday night, discovering that a store nearby stocks the TV you're looking for, or that a certain grocery on the way home has the cut of meat you need.

Forget Foursquare or Gowalla: Soon every website and service will be able to tell where you are, opening up the floodgates for location-based marketing and blurring the budget lines for advertisers.

"What used to be called point-of-purchase is now called mobile advertising," said Kip Cassino, VP-research at Borrell Associates. "Mobile can be an extension of a retailer's storefront."

The potential of knowing when and where a consumer is -- within privacy constraints, whenever those get hammered out -- means thinking outside the interactive-advertising budget and dipping into other marketing disciplines' coffers. "We're talking about the buckets that were so nicely separated between advertising and promotions starting to fade," Mr. Cassino said.

Some of the money will be sourced from localized print media

WHITE PAPER

Shiny New Things



What Digital Adopters Want, How to Reach Them and Why Every Marketer Should Pay Attention

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