**Ad Dollars Help Fuel Proliferation of Beacons and Proximity Sensors**

Beacons and other proximity sensors – those small devices that communicate with mobile apps in physical environments – just keep sprouting up all over the place. Their number, pegged at 13 million sensors as of the last quarter of 2016, has nearly tripled in a year since Q4 2015 when there were 5 million counted.

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<http://adage.com/article/datadriven-marketing/ad-dollars-fuel-proliferation-beacons-proximity/307951/?utm_source=daily_email&utm_medium=newsletter&utm_campaign=adage&ttl=1487543242&utm_visit=113450>

Image source:

<https://9to5mac.files.wordpress.com/2014/06/cp-zatarains.png>