**Google Gives Advertisers Location-Based Data to Track Mobile Shoppers**

Google has updated AdWords to give advertisers improved data to track what consumers look for on mobile searches and where they then visit to make a purchase. The site also has made Google Shopping more mobile friendly with an application-style layout, quicker browsing and information about which products are in stock at close-by retailers.

***Advertising Age 11/24/15***

<http://adage.com/article/digital/google-shares-black-friday-location-data-marketers/301494/>