**Location-Based Marketing Gains Traction**

The majority of marketers and agencies (52%) surveyed by Reveal Mobile used location-based promotions prior to the coronavirus pandemic and as of July, have increased their frequency or spending allocation, with an additional 16% beginning to using the tactic due to the pandemic. Marketers surveyed also said the greatest opportunities in location-based targeting are for food and beverage, followed by health and beauty, entertainment, grocery, pets and animals, household goods and auto and service.

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[***https://www.mediapost.com/publications/article/355038/average-cpm-for-location-based-audiences-might-sur.html***](https://www.mediapost.com/publications/article/355038/average-cpm-for-location-based-audiences-might-sur.html)

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[***http://www.hottelecom.com/images/reports/location-based-large.png***](http://www.hottelecom.com/images/reports/location-based-large.png)