**Programmatic Advertisers Get Even More Precise Consumer Location Data**

The ways that marketers can measure whether digital campaigns drove store visits are growing -- and getting more powerful. The level of precision is "almost 'has this consumer walked down aisle 3?' said Mr. Collins. "That is one of the great benefits that come with beacon-based data."

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<http://adage.com/article/datadriven-marketing/beacon-data-firm-freckle-iot-partners-dsps/307550/?utm_source=daily_email&utm_medium=newsletter&utm_campaign=adage&ttl=1485488750?utm_visit=113450>

Image source:

<http://gaia.adage.com/images/bin/image/x-large/MobileDataMarket.png?1474497235>