

## LOCATION BASED ADVERTISING IM KONTEXT VON BIG DATA%0A

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Blockchain amplifies location based advertising With the increasing use of smart devices, especially smartphones, location based advertising LBA has gained momentum and popularity amongst marketers in leaps and bounds It has opened doors to a vast array of opportunities for advertizers Performance based advertising Performance based advertising

**Akzeptanz von Location-based Advertising (LBA) als ...**

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