



Mobile Geo targeting

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IAB Sweden 2014 | Mobile Task Force - Geotargeting
www.iabsverige.se/standards-och-guidelines/geotargeting



1. Summary

Geotargeting is about reaching a target group on the basis of geographic criteria. It involves taking account of a product's features and people's purchasing behaviour to reach a target group at a time when it is most easily influenced and when the message has the maximum relevance and benefit. The key questions the marketer needs to ask are: where is the user, where does the user go and where does the user usually spend time?

Traditionally, geographical advertising has taken place through media such as local newspapers, local TV broadcasts, billboards, etc. The arrival of smartphones and tablets (hereafter referred to as 'mobile devices') with technology to support positioning has created completely new opportunities. Advertisers can reach a target group with greater accuracy, and geodata can be integrated with all the other capabilities of mobile devices to customise messages and assist the user in different ways.

The challenge for those working with geotargeting is to obtain the most accurate geolocation possible. This can then be used to send the right message to a potential customer. Geolocation information is collected in many different ways. Either by the user specifying their location, e.g. via forms, search engines and tagging, or by automatic technical collection.

The technical collection of information may be impacted by various factors: what information the user permits their mobile device to transmit, their geographical location and whether they happen to be indoors/underground. Some location information, such as GPS, is accurate in the sense that it requires no analysis. Other information, including IP addresses, WiFi networks and cell towers, will need to be analysed and run against databases to supply a geolocation. Historically, database content and the

analysed geolocations have been of very mixed quality, which has made it problematic for marketers and publicists to rely on the resulting data.

Other aspects that impact the way geotargeting can be carried out include the type of operating system being used, if mobile websites or apps are being used, if beacons and NFC are supported, etc.

Geotargeting can be grouped in different ways. There is automatically generated geotargeting (push), where messages come automatically to the user's mobile device. Then there is user-initiated geotargeting (pull), which requires an action by the user to view a geographic message, e.g. specifying their location to see the closest retail outlet. It's important for advertisers to understand the difference, as geotargeting for automatically generated ads will be controlled by the publicist/media agency, while user-initiated ads will often be produced by the ad designer/developer.

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2. Introduction

For some years now, mobile phones and tablets have been equipped with the support and inbuilt technology that enables them to report their location. While the primary focus, needless to say, is on what's best for the user, this has also created golden opportunities for advertisers to reach target groups in completely new ways.

Favourable technological conditions

Sweden has a very well-developed system of cell towers and wireless networks. We are one of the countries with the highest per capita mobile phone density in the world and that is an excellent basis for geotargeting.

Small population, small towns

Sweden is also a country with a small population and relatively small towns, which do not create the same need for detailed categorisation. For the purposes of geographical classification, Sweden is usually divided into regions and towns/cities, as well as a small number of DMAs (Dedicated Market Areas) such as airports and trade fair venues. In towns of greater size in other countries segmentation is more frequently based on postcode/MSA (Metropolitan Statistical Area) – e.g. a defined inner city area, which can create conditions for more accurate geographical segmentation.

Give a reason to share geolocation

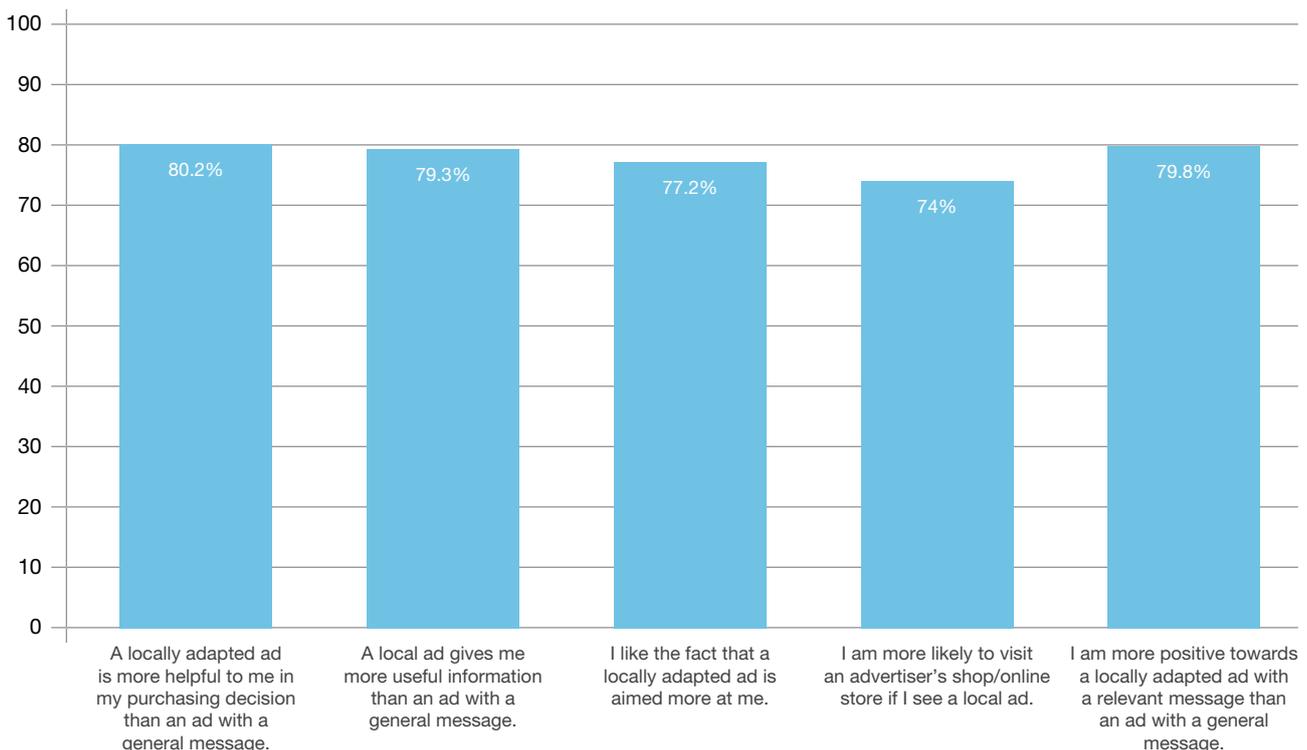
The visitor needs a sufficiently attractive reason to share their geolocation, so that the potential benefit outweighs the potential risk of experiencing an invasion of privacy. This is the main challenge facing the person developing the (creative) content – to make it as relevant as possible for the user.

Different levels for geotargeting

Geotargeting is an umbrella term for reaching and communicating with a target group on the basis of geographic criteria. The geo-graphic criteria can be divided into three main levels: Where am I? Where do I usually spend my time? Where am I going? These three levels are targeted using various different methods and technologies.

A recently conducted survey among the users of Swedish e-commerce website

Blocket shows that locally adapted ads are desirable and attractive.



Source: Reader Survey Blocket 2014

3. Mission

The mission is to write a report that describes how geotargeting works today and the opportunities it creates for advertisers. The aim is to educate the market about geotargeting.

3.1 Aim and Purpose

The purpose of this report is to present the existing technologies and the opportunities and limitations associated with them; to explain concepts within this area; and finally to advise on how to buy advertising products successfully. The aim is to enhance and spread knowledge about geotargeting, as well as to identify/clarify opportunities/limitations in the role geolocation plays in mobile advertising. Most publicists offer geotargeting today. But they take different approaches and use different technology.

3.2 Target Group

This report is aimed at advertisers, media agencies and publicists/salespeople.

3.3 Terms of Reference

This report relates to mobile devices that can be located by means other than IP. The report's main focus is on technically collected data and not user-reported data.

4. Opportunities and Limitations

Geotargeting is a powerful way to reach potential users. When you also factor in the mobile device's inbuilt capabilities and the fact that users always carry it with them, fantastic marketing opportunities are created.

4.1 Opportunities

Here are some examples of opportunities when you can apply geotargeting:

- Brands that have their own distribution outlets in many locations and want to reach their target group in these locations. Petrol stations and supermarkets are good examples.
- Brands that adapt their offers on a local basis. Hotel chains and cinemas, for instance.
- Brands with many dealers where you want the right dealer to feature in the ad in a geographic area. Car dealers and consumer electronics, for example.
- Brands that are interesting when you are on the move, such as restaurants and garages.
- Consumer durable goods that people want to buy close to place of use (home/business) for warranties and servicing.
- Attractions at destinations that want to market themselves to tourists.
- Brands without national coverage

4.1.1 Geotargeting combined with content from other databases

A physical location allows you to obtain/presume information such as:

- Language
- Currency
- Climate

4.1.2 Geodata combined with other segmentation variables

In order to combine geotargeting with other segmentation variables, you need to have access to databases with up-to-date information. When correctly combined, the result can be highly relevant and powerful.

- Psychographic variables, such as interests, lifestyle, social level
- Demographic variables, such as age, sex, family make-up

4.1.3 Opportunities via user-initiated positioning

Certain geotargeting requires permission from the user to make the information available. This is done either by accepting user terms and conditions when installing e.g. apps or by the phone requesting permission from the user to enable location services. Possibilities then include:

- Directions from current location to a specific place that solves a problem/meets a need
- Shopping comparisons
- Search for retail outlet or person
- Search for people based on interests etc.
- Vehicle rental with control of return
- Roadside assistance (and emergency help)
- Finding accommodation and places of interest

4.2 Limitations

There are different levels of geotargeting accuracy, ranging from knowing the user's exact coordinates (Active location) to knowing an IP number (Passive location) or the individual specifying where they live, work or hang out. Technology-specific limitations are set out in greater detail further on in this document under each technology.

5. Collecting Geodata

In order to target communication geographically, you must have access to relevant geodata. There are various different ways to obtain the information, with varying accuracy and reach.

Geolocation can be determined in different ways, either with the help of technology or by the user specifying their personal details via a form or search engine. Searching for a hotel and location in a search engine, for example, reveals your intentions. This information is tracked and used in different ways by those who own or get access to the information.

User-reported location is obtained via forms in apps and on mobile websites, as well as searches in search engines.

Technology-generated location can be obtained via means such as GPS, WLAN/WiFi, cell tower triangulation, IP, Bluetooth/iBeacon. Location Services must be activated in order to obtain the best technology-generated positioning. The different technologies and methods to generate geodata with and from a mobile device are the following.

The are four main methods:

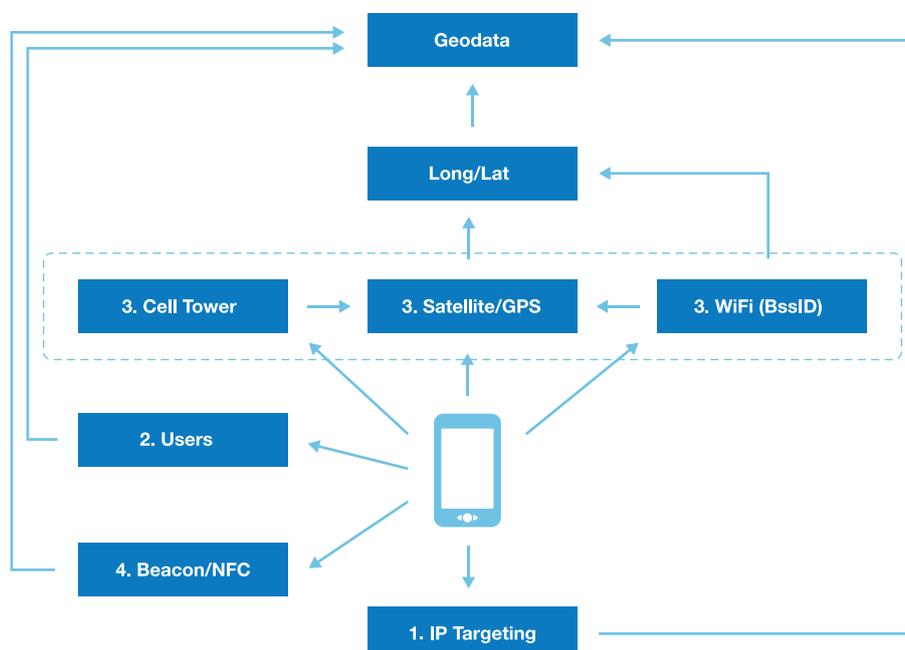
1) IP Targeting. The traditional method used on desktop computers for a number of years. If you want to reach large geographic areas, such as whole countries, this is a relatively accurate method. But it's far less accurate if you want to target smaller regions and this applies to a much greater extent to mobile devices compared to stationary devices, such as desktop

computers, due to uncertainty and the lack of information about IP numbers from mobile operators.

2) User data. The user shares information through a service login procedure, for example, about e.g. their home or work location. This provides very valuable and usually completely correct information. But you still won't know where a user happens to be at any given moment, which means this type of location data is better suited to marketing products a person wants to buy in the vicinity of the location where they spend a lot of time, such as consumer durable goods, tradesmen services, etc.

3) GPS, Cell Towers and WiFi. These are used by the mobile device's location services – which must be activated – to work out the most accurate location possible.

4) (Bluetooth) iBeacon: A small transmitting and receiving device that is placed in strategic locations and programmed with information that is sent via Bluetooth to mobile devices within a short distance. iBeacons contain geodata that makes it possible for location services to determine the mobile device's geolocation. Location services must be activated to be able to locate with the help of iBeacon.



5.1 User-Reported Position

By searching for a location in search engines or specifying information about residence and work, or repeatedly tagging the same location in social media, the user generates information about the places he or she can usually be found. This information can then be used by advertisers to customise relevant offers aimed at potential customers.

5.2 IP Targeting

IP Targeting makes it possible to confirm geolocation based on previous geodata linked to the IP address. This information can be matched to geodata that comes from location services in the mobile device and, when you find a consistent trend for a specific IP number and a location, you can reuse that location for that particular IP number.

There is a quality difference in obtaining an IP number via a WiFi network as opposed to a mobile network. A WiFi IP is more static than an IP assigned by a mobile operator. This is because the user pays for their internet subscription at their home address. As far as mobile subscriptions are concerned, each operator has an allocated pool of IP addresses. When someone signs up they get internet access via the operator's network, but as a mobile phone moves about more than a static internet connection in an organisation or someone's home, it may not be possible to trace the IP address with any real certainty. It can also be the case that everyone on one 3G/4G network in a town is connected to the same gateway, which allocates the IP. Nor is it possible to guarantee that the IP address belongs to the same user and therefore comes from the same geolocation, as the IP address can migrate between users. This is because phone operators reuse IP addresses that are not active.

The advantages of IP addresses are that they are always accessible, both on mobile sites and in apps, and that access doesn't require any action from the user, which ensures good data access.

Even in cases when the IP address comes from the same geolocation, there are difficulties in ensuring that the geodata is correct. For example, a company with offices in several locations uses the same IP address. In order to make sure the data is reliable and that the object is static, the IP address must be matched to the geolocation a number of times.

The root of the problem is that internet service providers (ISP) have their hubs in larger towns/cities. When a user goes online via their ISP, the user's IP will be associated with a geolocation for the hub, which in the case of Sweden nine times out of ten means Stockholm. This means that precise regional geolocation – or reaching a definite conclusion about the visitor's geolocation – is not possible.

5.2.1 GeoIP

GeoIP refers to different databases that administer internet infrastructure. The data consists of IP number and ASN, and it provides information about the geolocation of the address on a best-guess basis. Both free-of-charge and paid databases are available.

5.3 Cell Tower

On most mobile devices, provided the user is connected to a mobile network and has consented to the terms and conditions, information is given about which cell tower the user is connected to.

5.3.1 Cell Tower Triangulation

Cell tower triangulation can ascertain where a specific mobile phone is located at any given time. Positioning is based on the phone operator's base stations/towers and measures signal strength between station and mobile phone. Achieving the most accurate result possible requires contact with several base stations; signal strength to each of them is measured and put in relation to each other to

obtain a triangulation result. In urban areas with a sufficiently high base station density a precision of +/-50 metres is achievable, but in rural areas with miles between base stations, the result is less precise.

5.4 WiFi Router/WiFi Hotspot (BSSID)

If the user is connected to a WiFi router, and runs an app (iOS or Android), the app can send over the unique ID (BSSID) of the router the user is connected to. Android also sends information about adjacent BSSIDs.

WiFi positioning is frequently used to identify positioning outdoors. The data is reliable, with exceptions such as a mobile unit using internet sharing to supply another device with WiFi, or a router being physically moved. The range can be slightly limited owing to the fact that BSSID is only available in apps and requires location sharing permission.

5.5 GPS

GPS is extremely reliable and constitutes the foundation of the above mentioned methods. It often works best outdoors. GPS is part of the device's location services and in most cases requires the end-user's permission. Since it takes a lot of battery power, its use is somewhat limited. The technology is mature as almost all new mobile devices now come with inbuilt GPS.

5.6 Bluetooth

Bluetooth (including Bluetooth Low Energy) is a terminal-based wireless technology. Bluetooth units have two-way communication and send information to passers-by while collecting information about them as long as they have the function enabled. Bluetooth is an excellent technology for geofencing a specific defined area, such as a shopping centre.

5.6.2 Beacon

A Beacon is a small transmitting and receiving device that is placed in strategic locations and programmed with information that is sent via Bluetooth to mobile devices within a short distance. Beacons contain geodata that enables location services to determine the mobile device's geolocation. Beacons communicate via apps. Notifications are displayed via inbuilt notification centres, where they can also be switched off and on. Bluetooth must be switched on and the app must be active or running in the background for the technology to work. Beacons have a reach of about 50 metres.

Beacons create new opportunities for microgeographic-adapted communication and geofencing. The technology can be used in shopping centres, for example, via a customised app that provides adapted offers when the user passes different shops. It can also be used in places like airports to guide people to different terminals and locations. All the signs suggest there will be rapid development and a range of different services based on the technology in the future.

The most widely available product using beacon technology at present is iBeacon from Apple. It uses "Bluetooth Low Energy - (BLE)" and is created to work with their devices. At this point in time, it supports the following mobile devices:

- iPhone 4 or later
- iPad (3rd generation) or later
- iPad Mini or later
- iPod Touch (5th generation) or later

Android version 4.4 or later can also use iBeacons, but there is no official library/SDK for developers at present.

Location Services

Location Services is a service that determines your geolocation in the best way through a mix of signals. It's a generic term used by operating systems such as iOS and Android. At present it includes (with variations between different operating systems) GPS satellites, WiFi networks, cell towers and iBeacons. When location services are enabled on the mobile device, the operating system is allowed to send location data to a range of different services in apps and on mobile websites.

Location services provide location data in apps and web sites that makes it possible to obtain information about places of interest, the current location of friends and the location of the mobile device if it gets lost. They also help to navigate via maps, set the correct time automatically when changing time zone and can also convey geographically relevant advertising messages.

The user can turn off location services at any time, either fully or partially all the way down to app or system level.

Android phone users can adjust the accuracy of their location services. But if they select anything below the highest accuracy they will receive constant reminders that certain services will not work perfectly, so in practice most users always have location services set to the highest possible accuracy.



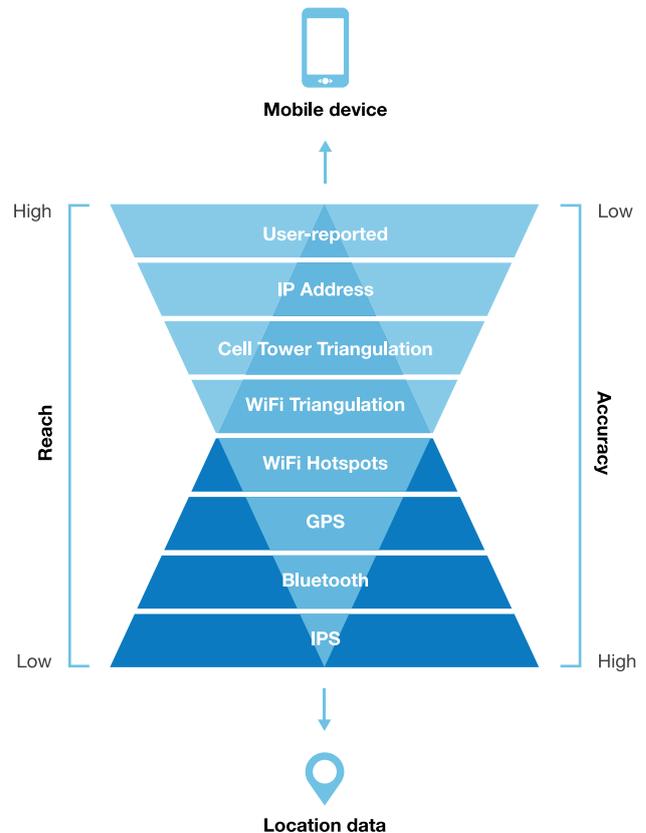
5.7 Indoor Positioning Systems (IPS)

Indoor Positioning System is a generic name for a number of different technologies and methods. IPS is first and foremost used indoors when other technologies are not sufficiently accurate and applicable. The technology may involve data from electromagnetic sensors or a network of devices that wirelessly locate objects and people inside a building. It offers great exactitude and precision. There is currently no de-facto standard for IPS, but there are several systems on the market.

Data is collected by each respective service provider, and IPS variety and development look set to increase in the future and create new geotargeting opportunities.

5.7.1 Near Field Communication (NFC)

NFC is a transmission standard for contactless exchange of data over short distances. The technology can be used for different types of transactions and data transmission, such as payments, ticket display, opening door locks and other data transfers. NFC is based on electromagnetic RFID technology and communicates, as the name suggests, within a small area of around 10-20 cm. The technology can work as both one-way and two-way communication, depending on whether you have a passive transmitter or an active two-way NFC device. NFC tags are placed at strategic locations in the same way as Beacons and programmed to perform set tasks on making contact with a receiving device. One of the major differences compared to Beacon technology is that RFID tags require no power source to communicate with a receiving device. The requesting device (e.g. a mobile phone) sends a tiny impulse that prompts the RFID tag to send the information. This allows very simple objects to be used, such as tags, stickers and key rings.



Source: LEMMA

The diagram shows which technology has the greatest accuracy and reach.

6. Technology Overview

App or mobile site. iOS, Android and Windows Phone. There are as many concepts as there are ways to manage geotargeting. Here we try to explain what's what.

Geotargeting for apps and mobile websites may vary between operating systems and app manufacturers. It may also differ between browsers.

App vs mobile website

The general advantages of an app include allowing push notifications. Nor does it require permission each time location services uses your location; it automatically sends a location that can be used to present the right ad. A mobile website is accessible to everyone, but requires active geolocation permission for each visit.

6.1 Android

6.1.1 Android Apps

When an app is installed in Android, a request is sent to the user to approve the app's use of either Fine Location (GPS) or Coarse Location (Network). The only opt-out alternative available to the user is to not install the app. Location services can be disabled at system level. No notification will be displayed as this is part of the terms and conditions.

6.1.2 Android Mobile Site

When a Chrome or Android browser is used and a mobile site requests permission to use location services, the browser will ask the user to make a decision. The user can accept, decline or ignore the request. The user's choice is saved permanently until the user navigates to their chosen settings and restores the default setting. Not responding to the question means it will be repeated the next time a request is made.

6.2 iOS

6.2.1 iOS Apps

In iOS the first time the app is opened/run, it asks the user to either accept or decline sharing geolocation for location services. This choice is then saved permanently. Safari is pre-installed in iOS, which makes it firmware that requires permission each time the device uses location services, while Chrome and Firefox are installed as an app and permission for the function only needs to be given once, and for the time being, through the user terms and conditions.

6.2.2 iOS Mobile Website

On a mobile website that requests access to the user's location services, the user is prompted to accept or decline just as in iOS apps. Once the user

has answered, they get a second request when the website asks to access location services. If the user responds in the same way twice, their answer is considered to be permanent. But their permission expires after 24 hours and they will need to be asked again.

6.3 Windows

6.3.1 Windows Phone Apps

When a Windows Phone app is installed that needs access to the user's location, the app will request the user's permission to share this information when it is installed. If the user accepts, this choice is stored permanently until the user changes this in the app settings. In most cases, Microsoft uses reversed IP to determine the user's location.

6.3.2 Windows Phone Mobile Site

When a mobile website requests permission to use location services, the browser will ask the user to make a decision. The user can accept, decline or ignore the request. The user's choice is saved permanently until the user navigates to their chosen settings and restores the default setting.

7. Operating Systems and Technologies Matrix

- Always possible
- ◐ Possible on condition that the user gives permission to use "Location Services"
- Possible on condition that the user has a phone with both hardware and software that supports Bluetooth 4.0 (BLE), and has Bluetooth switched on
- ✗ Not possible

Platform/Technology	Location Services*				
	IP Targeting	GPS	WiFi Routers	Cell Tower	Beacon
Mobile Web iOS ** (JAVA script)	●	◐	◐	◐	✗
Mobile Web Android *** (JAVA script)	●	◐	◐	◐	✗
App iOS **** (Ad management implemented in native part - SDK)	●	◐	◐	◐	○
App Android ***** (Ad management implemented in native part - SDK)	●	◐	◐	◐	○
App iOS ** (Ad management implemented in HTML-vy - JAVA script)	●	◐	◐	◐	✗
App Android *** (Ad management implemented in HTML-vy - JAVA script)	●	◐	◐	◐	✗
App Windows Phone	●	◐	<i>No info</i>	◐	✗

*) If the user has given the app permission to use the phone's location services, a combination of GPS, Cell Tower and WiFi data can be used to give more accurate positioning.

**) On a mobile website that requests access to the user's location services, the user is prompted to accept or decline (just as in iOS apps). Once the user has answered, they get a second request when the website asks to access location services. If the user responds in the same way twice, their answer is considered to be permanent. But their permission expires after 24 hours and they will need to be asked again. Safari is automatically included in iOS. Other web browsers are installed as apps.

***) When Chrome or an Android browser is used and a mobile website requests permission to use location services, the browser asks the user to make a decision about this. The user can accept, decline or ignore the request. The user's choice is saved permanently until the user navigates to their chosen

settings and restores the default setting. Not responding to the question means it will be repeated the next time a request is made.

****) In iOS the first time the app is opened/run it asks the user to either accept or decline sharing geolocation for location services. This choice is then saved permanently. (Location services can be disabled at system level or individually for installed apps.)

*****) When an app is installed in Android, a request is sent to the user to permit the app to use either Fine Location (which includes GPS and Cell Tower) or Coarse Location (WiFi only). The only opt-out alternative available to the user is to not install the app (Location Services can be disabled at system level).

*****) Only possible if the user actually has their WiFi switched on and is in the proximity of an already identified BSSID.

8. Buyer's Checklist

How do you become a better buyer of geotargeting services? Here we list a number of relevant questions to ask your media salesperson next time.

Checklist of potentially important information when buying a geotargeting campaign:

- 1.** Scope impact – How will the targeting affect the scope of the campaign?
- 2.** Is it reasonable to achieve the campaign objective with the geotargeting in question?
- 3.** Which technology is currently used for the medium's geotargeting? What do you target? Postcode/km radius/municipality?
- 4.** Adapt the message to the geotargeting
- 5.** Mobile behaviour differs from desktop behaviour, so try to look at other KPIs besides e.g. CTR or CPC for both nationwide and geotargeted campaigns.
- 6.** Keep in mind that all publicists offer different geo-solutions.

9. Glossary

ASN	All ISPs have an Autonomous System Number.
Adserver	A server that stores ads centrally and distributes them to different publicists.
Active positioning	Information about the user's exact coordinates via GPS.
Beacon	Location service that communicates via Bluetooth. Developed for indoor use. This technology allows a device to send push messages to nearby devices.
BSSID	Basic Service Set Identification. The unique ID for the WiFi router the user is connected to.
Cell Tower	Mast with antennae and electronic communications equipment
CoA	Care of Address, see Mobile IP
Coarse Location	Approximate location WiFi and Cell Tower only. Android Uses less battery. Compare to Fine Location
DMA	Dedicated Market Areas, e.g. airports, trade fair venues
Fine Location	Accurate GPS, targets using GPS, WiFi and Cell Tower. Android Uses more battery when switched on.
Geofencing	A virtual perimeter around an actual geographic location
GeoIP	IP databases that administer internet infrastructure
Geolocation	Geographical location
Geopositioning	The process of identifying a geographic location
Geotargeting	The possibility of communicating with different geographically targeted messages
GIS	Geographic Information System. An umbrella term for the programs that create databases linked to geographical locations. The GIS system allows you to see your current location on a map.
GPS	Global Positioning System
IP	Internet Protocol – Communications protocol used to transfer information on the internet.

IPS	Indoor Positioning System
ISP	Internet Service Provider – a company offering internet access, usually in return for a fee. The most common ways to connect to a ISP are via a telephone line (dial-up) or broadband (cable or DSL).
LBS	Location Based Service is an umbrella term for services that are reliant on location data. These services don't automatically fall under the geotargeting area, but positioning occurs within the LBS framework.
Mobile IP	Each mobile node is identified by its home address regardless of its current location. When a node moves outside its home network, the node is linked to a care-of address (CoA), which provides information about its current location.
MSA	Metropolitan Statistical Area – a defined area. e.g. a postcode
NFC	Near Field Communication – a set of standards for smartphones (and similar devices) to establish radio connection with each other by e.g. touching them together. NFC is not used for collecting geodata.
Node	Connection point
Reverse IP	Finding a location using an IP number
RFID	Radio Frequency Identification is a standard for the wireless use of electromagnetic fields to transfer data for the purpose of automatically identifying and tracking tags attached to objects. The tags contain electronically stored information that can be used for various purposes.
OS	Operating system
Passive positioning	Information about the user's IP number
Location Services	Location Services are the source for accessing geodata about longitude/latitude. Location Services can be activated under 'Settings'. For even greater accuracy, the publicist will sometimes ask if WiFi should be activated as well.
Pull-based content	Content requested and initiated by the user through interaction with the advertiser. E.g. an ad with the message: "Find the nearest petrol station". The user clicks the ad and permits their location to be used. This can also be permitting your location to be used in an app.
Push-based content	Content that is automatically delivered. Frequently in the form of an ad where the user's location is determined through analysis of geodata from different sources.
SDK	Software Development Kit
Triangulation	Determining the location of a point by measuring the angles to it from either end of a fixed baseline.
WiFi	Wireless network technology

10. Impressum

The following companies and individuals have been involved in the Task Force/Specialist Team.

This report about geotargeting in Sweden has been compiled by industry association IAB Sweden's Mobile Task Force in a "Geotargeting" subgroup. The guidelines were presented at a seminar on 17 September 2014 "How does geotargeting work in mobile devices?" The aim of the report is to educate the market about geotargeting.

Review made by Widespace spring 2017.

Read and download the report at:

www.iabsverige.se/standards-och-guidelines/geotargeting

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IAB, Interactive Advertising Bureau, is the leading global organisation for online marketing. IAB operates in 27 countries in Europe as well as in many countries outside Europe. IAB was founded in the USA in 1996. IAB Sweden brings together the country's digital marketing stakeholders.

IAB Sweden acts as an independent and transparent

member organisation. IAB Sweden was set up in 2008 for the country's digital marketing stakeholders and currently has about 130 member companies. The organisation is still developing and our work is reliant on the resources and confidence our members place in us. IAB Sweden's vision is for Sweden to be a global leader in interactive marketing.



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Pontus Larsson
Bizkit Wisely



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