
xAd™
MMA
MOBILE MARKETING ASSOCIATION
WELCOME

Location-Targeted Mobile Ad Spend



Source: BIA/Kelsey, 2017

45%

of mobile advertising spend will be location targeted in 2021

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Market Size



Online Sales

$400 Billion

Offline Sales

$4.4 Trillion

xAd



BRANDS DEMAND DIGITAL TO CLEAN UP

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REMOVE THE FRICTION


TURN INTENT TO IN-STORE


GET PEOPLE TO
A BETTER PLACE