

7 Ways Mobile Apps Are Driving Revenue for Businesses

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From leveraging specific features like GPS all the way down to the mere fact that people are walking around with Internet-connected computers in their pockets, smartphones open a whole new world of opportunities for marketers at businesses from large and small. The following are some key ways businesses are getting an extra boost via mobile apps.

1. Geo-Targeted Push Notifications

Back in 2010, then-Google CEO Eric Schmidt talked about how the future of mobile would be autonomous and serendipitous. That is, mobile devices would present users with information about the world around them in an automatic way. In Schmidt's example, as he walked around a particularly storied neighborhood of San Francisco, an app would passively display information about the history of places he passed. But the technology has become a reality, and a boon to business. Here are some ways businesses could use geo-targeted push notifications.

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