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## GEOLOCATION APP USERS GROWING IN NUMBERS

There is a growing rate of people using apps such as Foursquare to acquire locations and guidelines. The percentage of usage of such geolocation apps rose from 4% to 6% since the year 2010. The youth of US is currently exploring the world of such apps as it helps in better understanding and navigation of locations. Last year only 16% of the population was aware of such apps but this year the figure has risen to 30% of the internet users. The geolocation apps are growing at a large scale. Tech giants such as Google, Facebook, etc. continue to compete with each other in this new competition.

Read the full article here:

[Why Geolocation App Users Matter to Marketers](#)

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