

WPP partners with Waze to ease clients' advertising on Google

WPP has partnered with social navigation app Waze to make it easier for its clients to advertise on Google and directly reach and target drivers via the in-car platform. The partnership will launch in Canada, France, Italy, the United Kingdom and the United States.

It is designed to direct drivers to retail locations through en-route messaging, thus driving store footfall and product sales.

Waze is the only app used by drivers that delivers distraction-free advertising, which is contextual and corresponds with a driver's journey. The platform also gives insight into how, when and where people are engaging with brands during their drive, providing further value to clients.

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