**IoT media and advertisement**

IoT has good number of uses cases in e-commerce and digital marketing. It already being waived in our daily life. Marketing strategies instead of being targeted to broader customers will be now narrowed down and target individual customer based on the historical data and using machine learning concepts to advertise the commodity, which is likely to be brought by customer.

Improving customer deep insights in terms of providing deep information of the goods in terms of shipping and its manufacturing process, creating value addition to product.

Common example is googles navigation tool when a customer visits a new place based on his experience, customer gives reviews, which helps in building brand value and helping new customers.

Another classical example is some advertisement pages uses GPS location to advertise the location specific advertisement helping to find restaurants and other important things, which are location based.

Connected cars with IoT as an interface predicting the likely hood of failure of car parts based on device end life signature and ordering the parts for spare improves customer experience and bringing break down drastically. Improve marketing and brand value of car.

Usage of IoT sensors and devices in hotel business has added new value to business and improving customer experience.

IoT not only helps in expanding business, but also helping venturing out to different verticals.

Data collected by IoT helps in focusing to genuine user based on their activity and buying history. This will helps in retaining genuine customers and focusing more on their needs compared to others.

In summary, IoT has changed the way the business uses cases are taken up and developing solution which has very less development cost and less time to market.

As we already know, the new generation oil is data and it is no more crude oil. This trending shift is due to humongous data collection from IoT technology.