

Google is about to offer a 'free' taxi

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These algorithms will help Google find the location of customers, the best route, the popular mode of transport to exploit consumer habits data. These information will be used by taxi companies to purchase services and use them to improve the efficiency of god service.

Specifically, through wifi, GPS, mobile, regular routes of Google taxi firms will be combined with customer information about shopping habits, restaurants often come, shopping location services of people. Since then businesses can 'catch' consumers through the stimulus strategy, advertising from the moment they stepped on a taxi.

Conversely, through taxi firms will receive effective information about the best routes to follow promotional campaigns, discounted items of the business .

Gregory Roekens, chief technology officer at *BBDO AMV* advertising company, said this is an effective tool to help advertising companies get consumers to the right place. According to experts, Google's new service can create customer interest, especially when they need to find special places.

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