

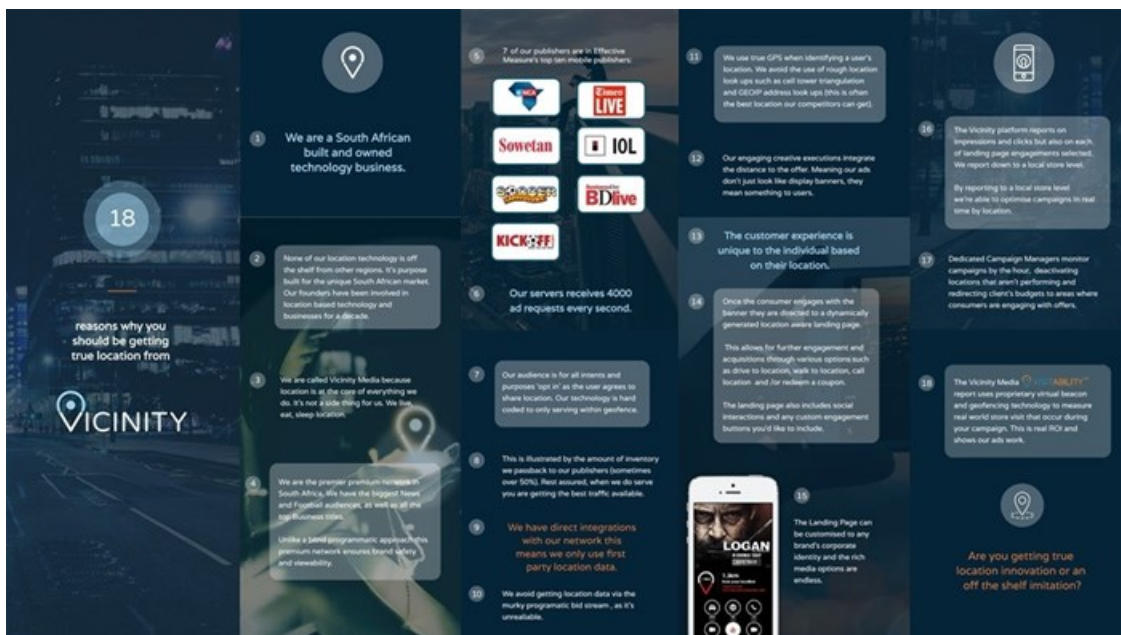
# 18 reasons why...

Issued by [Vicinity Media](#)

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You should be getting True Location from Vicinity Media...

Location-based advertising is growing in popularity globally, and so are the number of companies who claim to be able to provide a full location offering. Location is an extremely complicated thing to get right, and when you add elements like brand safety and inaccurate programmatic data into the mix it becomes even more difficult. Leading location-based network Vicinity Media have been developing their own proprietary technology for five years now, and urge all marketers to ask themselves, "Am I getting true location, or an off the shelf imitation?"



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## Vicinity Media

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