

Location targeting case study

Issued by Vicinity Media

Vicinity Media is always innovating in the location space, in this case study we investigate delivering different messages to consumer's based on how far they were from the clients physical store...multiple messages based on distance from the same location.

This video explains how we achieved this Bookmark Award winning use of location targeting.

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- Vicinity: The Year in Data 2023 20 Feb 2024
- " Is your targeting as accurate as ours? Smash the competition in the Vicinity Media Padel League! 19 Feb 2024
- " The power of 1st party data in omnichannel strategy and measurement 28 Sep 2023
- ^a The biggest opportunities that mobile data and location technology offer the OOH and digital OOH industry 30 Jun 2023

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