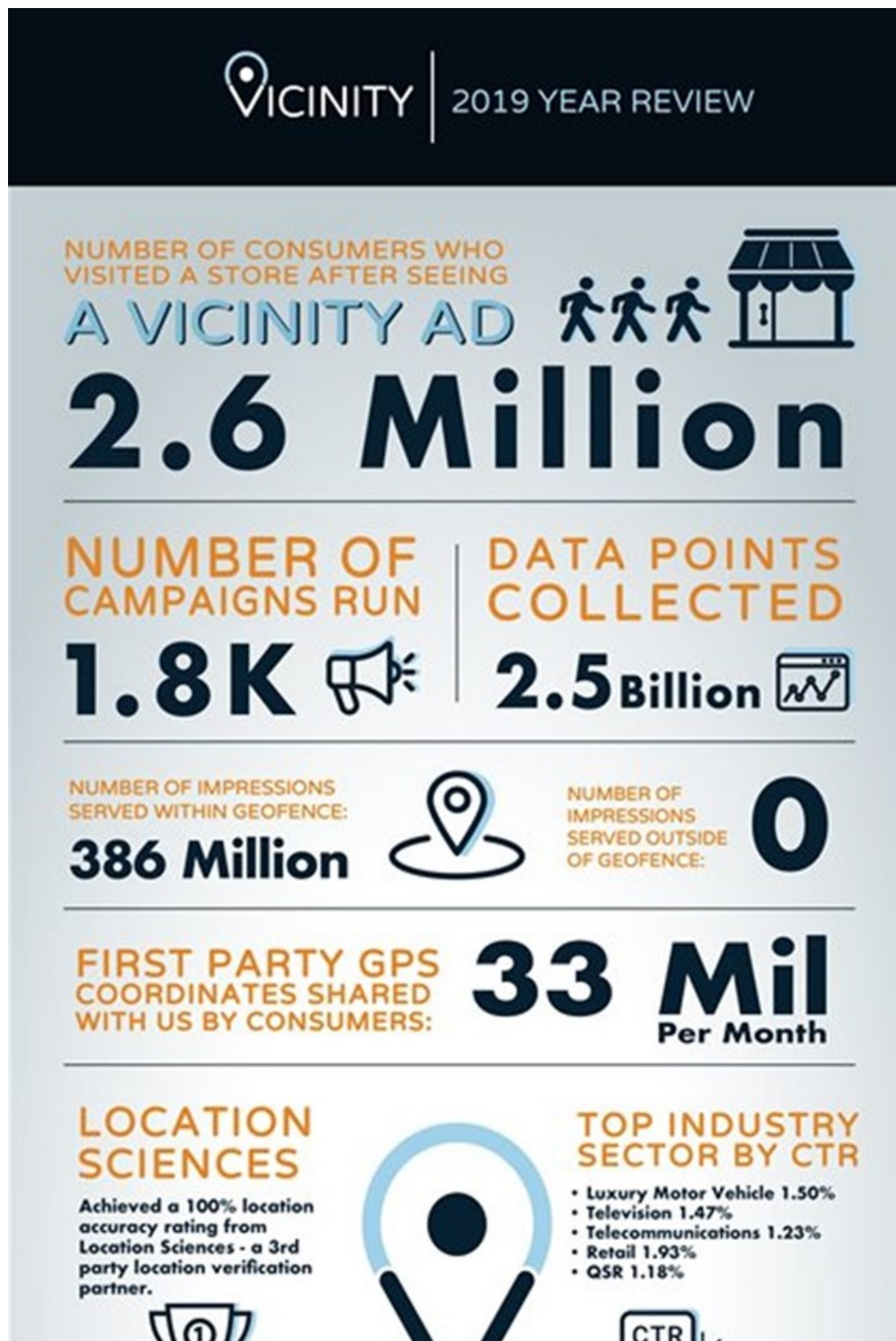


# Vicinity Media 2019 - The year in location

Issued by [Vicinity Media](#)

7 Feb 2020

2019 was a big growth year for Vicinity Media. We ran close to 2,000 campaigns, drove over two-and-a-half million customers to store (yes, we actually 'saw' them in store) and collected over two billion first-party location data points. This year we'll be harnessing that data for our clients and agency partners. See the other highlights in the infographic below:





## TOP FIVE CAMPAIGNS



- BMW Black Friday
- DSTV Premium - The River
- BMW SMG Ballito
- Telkom Summer
- Fox Savage Kingdom

## TOP FIVE PLACEMENTS



- VAST WiFi Network 320x480
- e-TV 320x50
- The South African 320x50
- IOL (INL) 320x50
- VAST WiFi Network 300x250

## ENGAGEMENTS

Call



8 370

Web



8 159

Drive



14 048

Walk



11 305

Map



8 370

Image



38 844

## TOP SECTORS BY ENGAGEMENT



PHARMACEUTICALS  
134.28%



AUTOMOTIVE  
71.76%



RETAIL  
60.42%

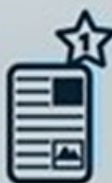


FINANCIAL  
SERVICES  
62.86%



PUBLIC  
TRANSPORT  
55.56%

## TOP FIVE FINE LOCATION IMPRESSION PLACEMENTS



- Times Live 320x50
- IOL 320x50
- The Citizen 320x50
- The Citizen 300x250
- The Sowetan 320x50

" Meet the contenders: Introducing the official teams for the Vicinity Media Padel League! 18 Mar 2024

" 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

" The biggest opportunities that mobile data and location technology offer the OOH and digital OOH industry 30 Jun 2023



## Vicinity Media

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