

Audience targeting | USP 3

Issued by [Vicinity Media](#)

27 May 2020

Over the last five years Vicinity Media has grown into Africa's leading location-based mobile ad network and technology company. This impressive growth has largely been based on our USPs - the key factors that set us apart from the many location pretenders.



We have recently released our **audience targeting product**, harnessing the mountains of data we have collected across SA's biggest premium publisher network.

For true real-time location and audience targeting you need to work with Vicinity Media - **The leaders in location. This video explains why...**

Enjoy!

[Get Closer](#)

- **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

Vicinity Media is Africa's first true Premium location based ad network.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>