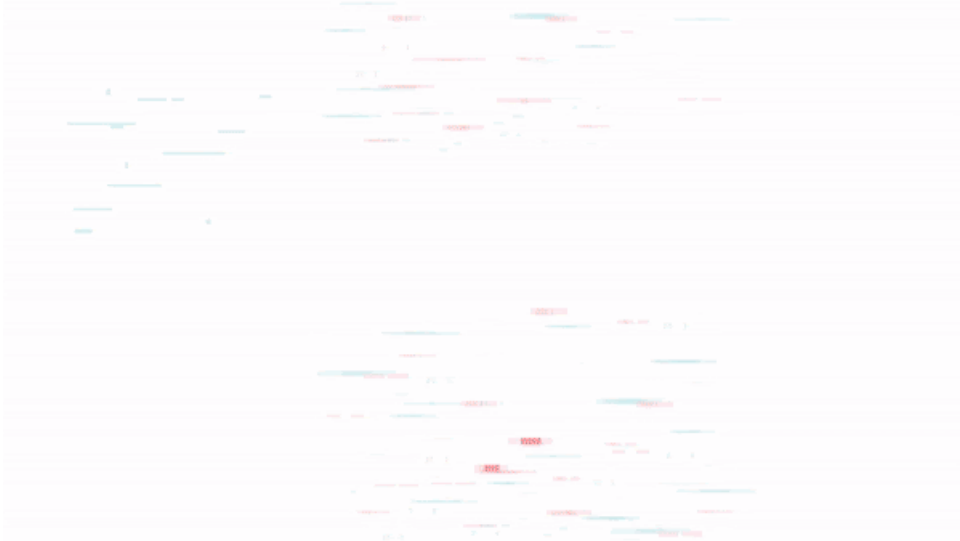


Don't take claims at face value

Issued by [Vicinity Media](#)

19 Mar 2021



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If your location provider says your digital location campaign is being accurately served in a geofence, all you can do is take their word for it, right?

Wrong! Don't take claims at face value.

You can – and must – ask for third-party verification.

Vicinity Media is SA's only independently verified location provider with a 100% accuracy rating, and we want to champion industry-wide transparency.

We will pay for third-party verification on any digital location campaign, even if it's not our campaign.

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