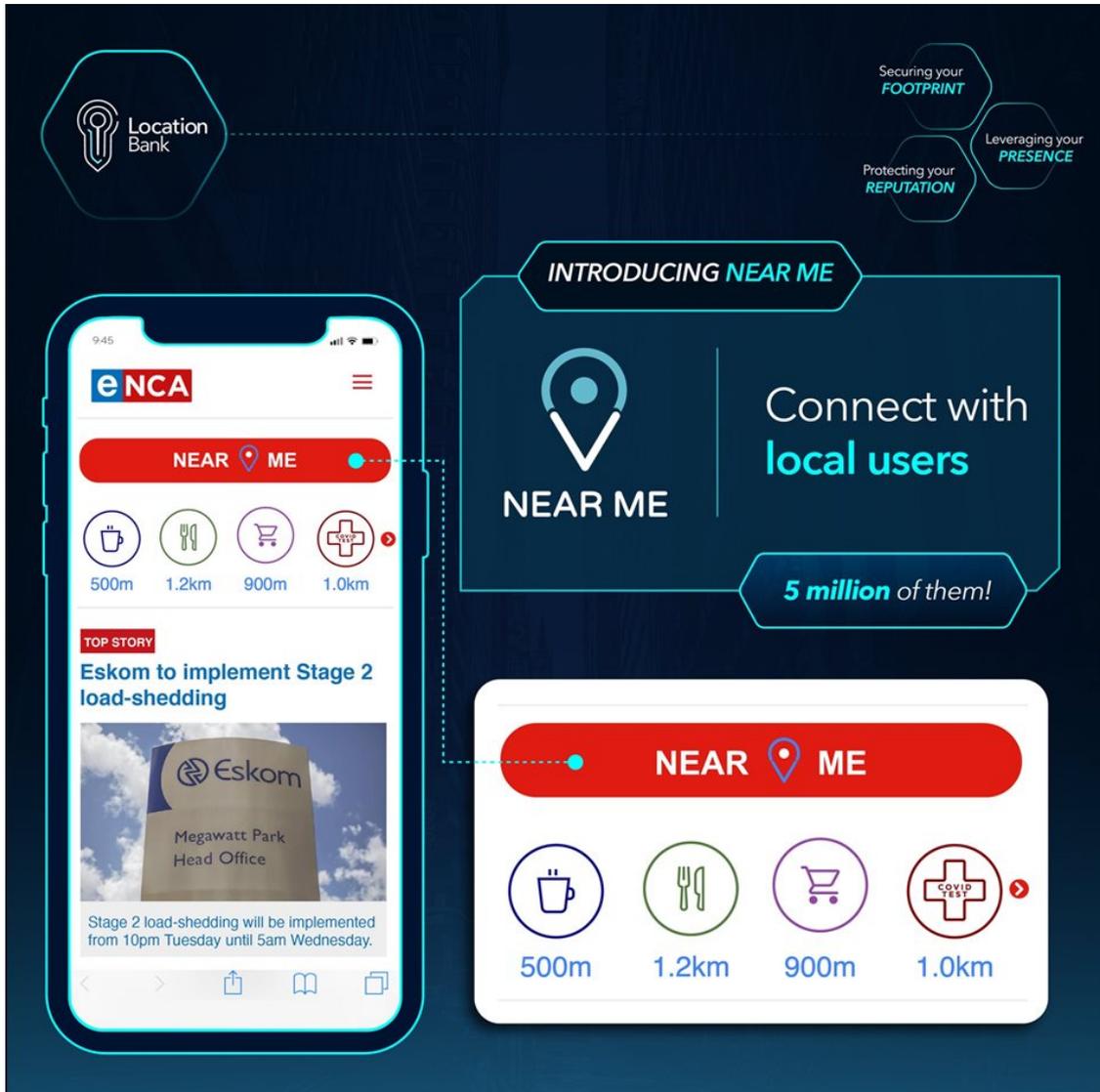


Near Me: A new endpoint with millions of local users

Issued by [Location Bank](#)

24 Mar 2021



Location Bank

Securing your **FOOTPRINT**

Protecting your **REPUTATION**

Leveraging your **PRESENCE**

INTRODUCING NEAR ME

Connect with **local users**

5 million of them!

NEAR ME

500m 1.2km 900m 1.0km

TOP STORY

Eskom to implement Stage 2 load-shedding

Megawatt Park Head Office

Stage 2 load-shedding will be implemented from 10pm Tuesday until 5am Wednesday.

NEAR ME

500m 1.2km 900m 1.0km

Location Bank clients benefit from an accurate, consistent presence across all digital endpoints, from Google to Uber, Facebook, Zomato and hundreds more. An innovative new endpoint is now on that list... Near Me.

Launched by Vicinity Media last year, Near Me is a smart microapp that's easily integrated on any mobile site or app, serving as a 'mini search engine' for nearby businesses. It streamlines the local search process in a more intuitive way, and has other location-based features, like the most accurate weather available on mobile web.

To date, Near Me's local audience is a cool five million... and growing! The good news? Location Bank clients will now be published on this endpoint: something no other provider of professional digital location management can offer.



How does Near Me work?

Recognising the value of Near Me, top publishers from *The Sowetan* to eNCA, Lockdown Bozza, Careers Portal and many more have already launched the microapp. Here's how it works...

1. The publisher's users are asked to share their location.
2. Near Me displays nearby products/services under categories represented visually using globally recognisable icons.
3. By clicking on a Near Me icon, users see a dropdown list of local stores/locations featuring the real-time distance and, for Location Bank clients, operating hours and a star rating too.
4. By clicking on a listing, users are taken to a landing page with more engagement options like navigate to store or share on WhatsApp.

13:56



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A statement from the company noted the increase of 11.2 percent in repairs and maintenance costs to R3.7 billion due to the strategy to perform more planned maintenance.

NEAR  ME



500m



1.2km



900m



1.0km



500m
Motherland Coffee Dunkeld

OPEN NOW: 08:00 - 16:00

4.4 ★



800m
Seattle Coffee Co.- Caltex Minty's Rosebank



1.1km
Mugg & Bean Total Express



1.5km
Seattle Coffee Co.- Hyde Park Corner

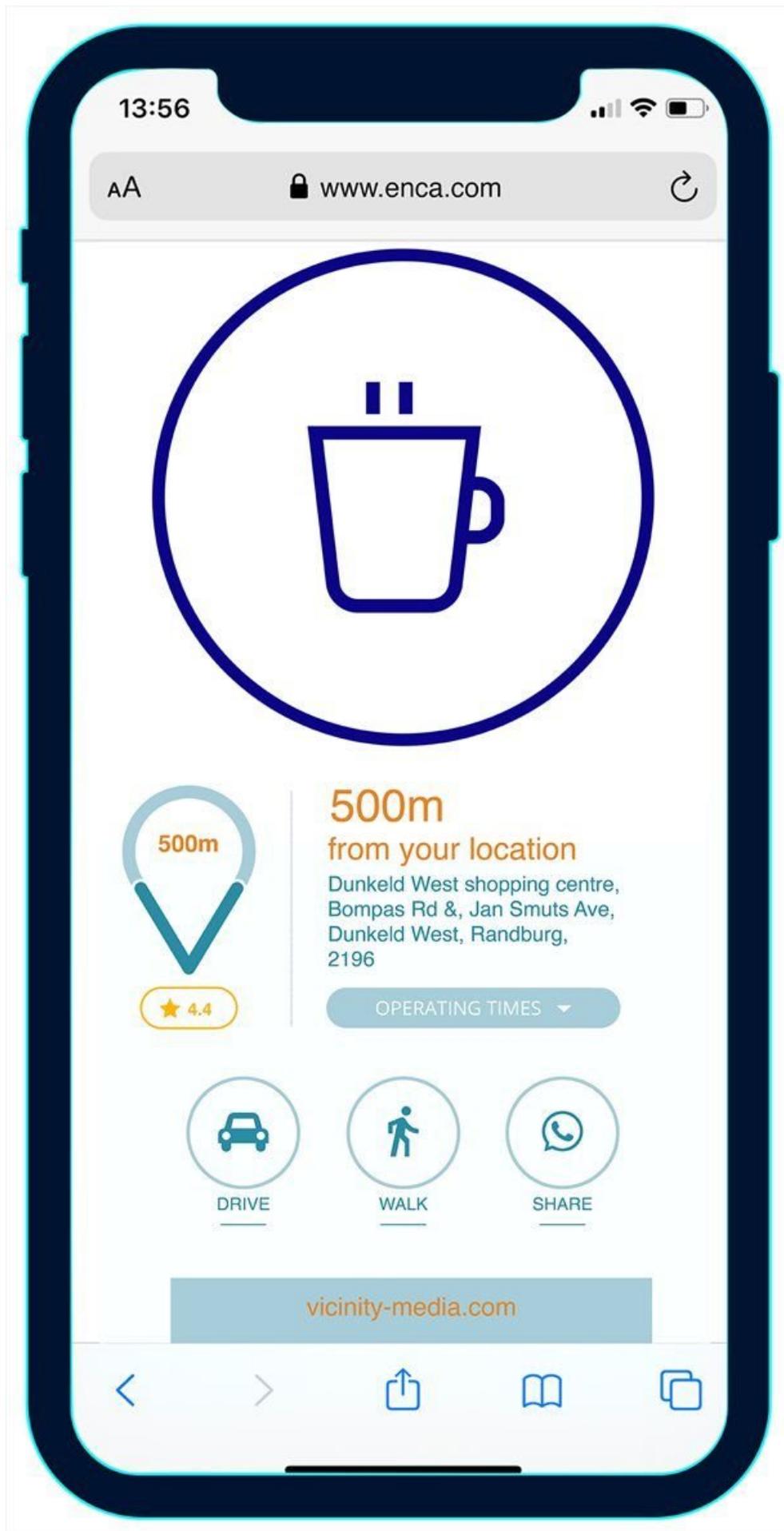
OPEN NOW: 08:00 - 16:00

3.9 ★

Collapse

CAPE TOWN – Eskom said on Tuesday that it was on a path to stability as it reported a 22 percent increase in profit, from R9.3 billion to R11.3 billion, on the back of an 8 percent improvement.

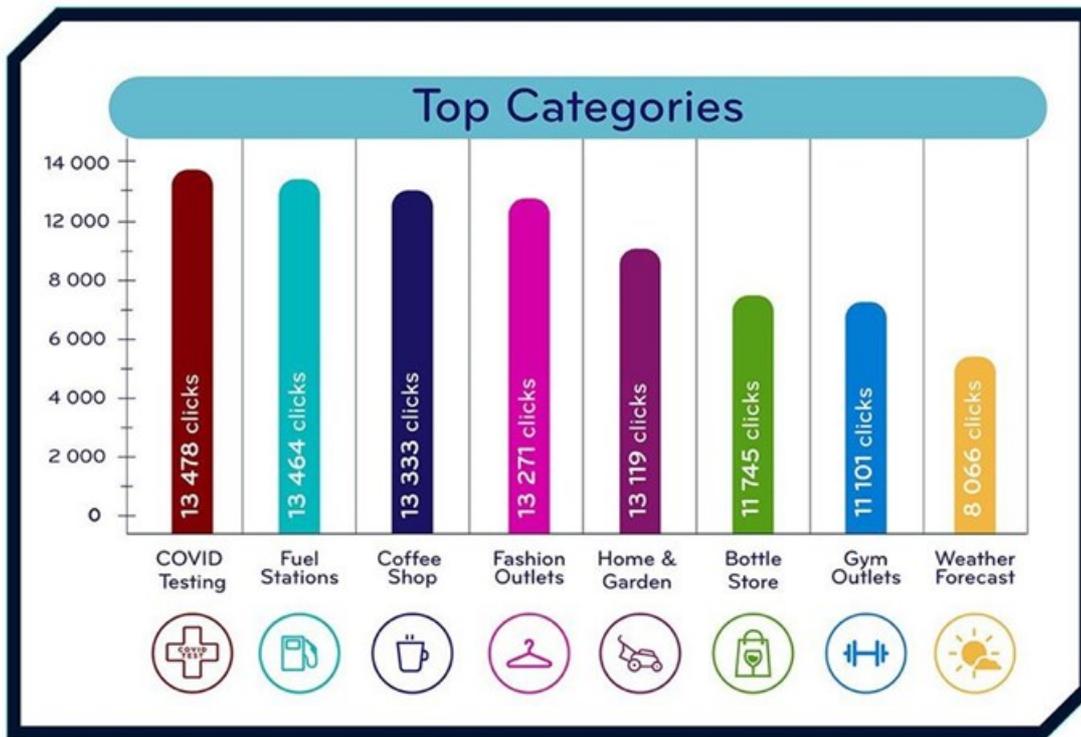




Incredible results to date

In January 2021, Near Me got an amazing 135,654 user clicks across 16 categories on five top publisher sites. The graph

below lists the most clicked on categories.



Near Me benefits

Users can:

- Get local search results without typing their location.
- Stay on the publisher's platform and find a local product/service, without accessing another search engine.
- Get category-specific results without typing a search term.
- Access the most accurate, location-relevant weather forecast on mobile.
- Find new local businesses to support, effortlessly.

Brands can:

- Connect with local users who have actual purchase intent in specific categories.
- Incentivise local users to visit nearby store locations by using real-time, distance-to-store messaging.
- Boost exposure by including enriched listing data like operating hours and a star rating (exclusive feature for Location Bank clients).

Let our experts your customer base with a superb, far-reaching digital location presence proven to boost your bottom line.

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