Near Me - The most effective way to target consumers with purchase intent

Issued by Vicinity Media   2 Nov 2021

As advertisers ready for their busiest time of the year, the Near Me microapp - an endpoint providing laser targeted location data for users with purchase intent - helps brands reach their audiences with unerring precision.


Since its launch, six months ago, Near Me has amassed five million users. Impressive stats – but more impressive still are the incomparable click-through rates achieved by the data provided by this innovative microapp.

For example, Near Me's Intent Data delivers a click-through rate in the motor industry of 11.03%... and it's easy to understand why. Users who have clicked on the Near Me motor widget have intent - so target them. Simple.

How does it work?
The Near Me microapp is a 'mini' search engine that allows users to discover stores, service providers, and points of interest in their close proximity. As a user searches, they share their clear intent for a product category - all interactions and engagements from users within the microapp are placed in various intent audience buckets. So consumers who already have an established need, and are looking to fulfil it as quickly as possible, have the solutions at their fingertips.

With direct integrations with SA's best and most trusted publishers, Vicinity Media collects this data directly from the user through opted-in-but-anonymous user activity without infringing on their privacy.
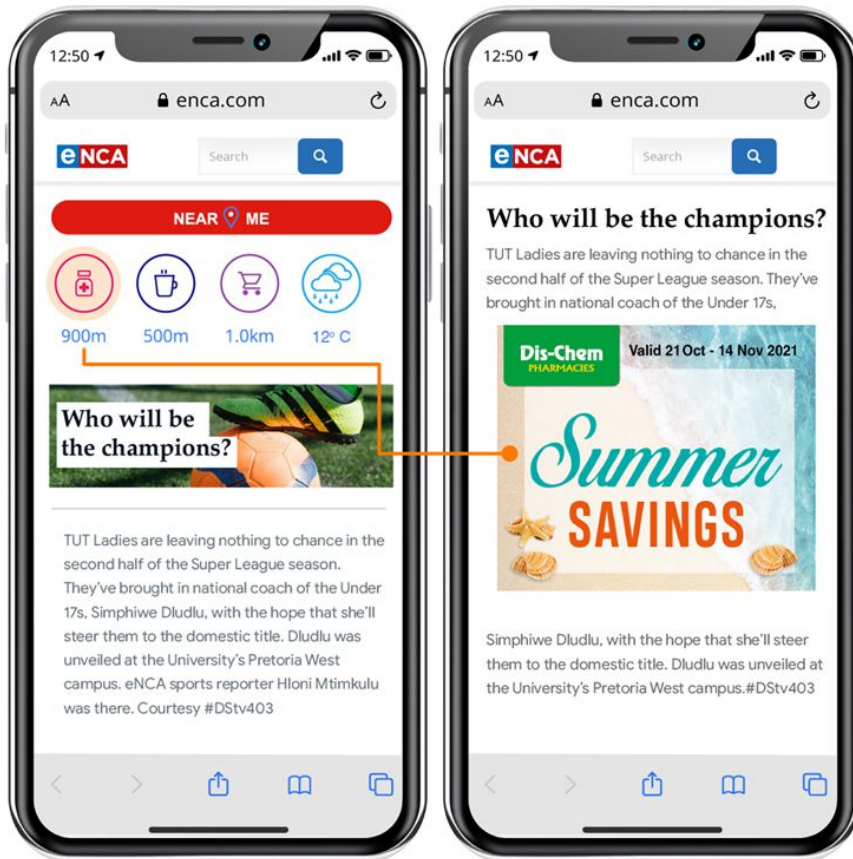
Why is it so effective?

Because people using Near Me are already in the mood to buy - their purchase intent is clear - so retarget them across Vicinity Media's premium publishers.

Intent Data helps us understand consumers' needs and desires. We gain insights needed to generate personalised ads for our users and accurately target the ideal customer.

Harness the true power of this data for effective, conclusive and valuable campaign targeting.

The upshot

While most location technology providers use 3rd party location data, Vicinity Media has direct integrations with SA's best and most trusted premium publishers providing us with 1st Party Location Data.

The result? Industry leading audience targeting and performance and a more effective use of your budget.

Stats:

Motor Industry - 11.03%
Alcohol Sector - 6.33%
QSR - 1.54%

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