# WeatherTrac - up advertising performance when the temperatures drop

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*Winter is around the corner and that means an increase in seasonal shopping habits. Coffee, hot chocolate, cold and flu medication and vitamins all experience a sales spike in the winter season. Vicinity Media, Africa's first true location-based mobile ad network have a unique targeting tool perfect for the coming colder months.*



Vicinity's **WeatherTRAC** targets mobile users based on their true location, but also on the current weather conditions of that location. For example, using this technology, a coffee retailer has the ability to load campaigns that only trigger once the temperature falls below 15 degrees in a given location. As soon as the mercury climbs above 15 degrees the campaign will pause, ready to reactivate when conditions allow.

**WeatherTRAC** (the first of many innovative contextual targeting tools Vicinity Media have in development) allows marketers to harness the power of true location-based mobile.

Vicinity Media COO Neil Clarence comments: *"Vicinity Media always targets firstly by location, and as weather is a location specific variable, we've built that into our targeting technology as a our first contextual trigger. WeatherTRAC is another example of why mobile is becoming the most effective, personal and relevant marketing tool in an increasingly connected world."*

For more on Vicinity WeatherTRAC watch the following short video click on Vicinity Video.

## VICINITY

Vicinity Media is a premium mobile advertising network that offers true proximity targeting to advertisers. Vicinity harnesses best of breed technology and location expertise to deliver street level location targeting and driving mobile users into advertiser locations. Vicinity targets users further based on search term, handset type, time of day or day of the week, ramping up the relevance of mobile campaigns to never before achieved levels. Vicinity Media is bringing a *Relevance Revolution* to mobile.

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