

# Vicinity 4D: We're not just advertising, we're mining data

Issued by [Vicinity Media](#)

12 Jan 2022

At Vicinity Media, we've jumped into the big data space big time. We currently process over 500 million data points every month from our audience of 10 million-plus unique users through direct integrations with SA's best and most trusted premium publishers. This data 'gold dust' has become the underlying foundation on which our business ecosystem is built and allows our homegrown proprietary technology to laser target your audience unlike any other.



These are the four unique data points we harness to drive our business and hit your advertising objectives out the park.

- Geo-Demographic Data
- Intent Data
- Physical Affinity Data
- Past Campaign Data

Together these four data points comprise the 'Rolls Royce' of audience targeting available in the SA digital space... and the proof is in the numbers. Let's look at the results we've recently achieved in the following sectors:

## Hospitality Sector

Past Campaign Targeting – CTR: 21.05%

## Motor Sector

Intent Targeting – CTR: 11.01%

## Healthcare Sector

Geo-Demographic Targeting – CTR: 14.21%

## QSR Sector

Physical Affinity Targeting – CTR: 2.59%

## We're not just advertising, we're mining data

Our philosophy is that every time we run a campaign with a client partner we're not just advertising, we're mining data. It's data that will make your next campaign more successful and may just spark the entire strategy of your campaign after that.

Join us on our data journey and see what our four unique data points can do for your brand.

## OUR BIG DATA PROCESS



▪ **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>