

# Vicinity: The Year in Data

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It's been an explosive year for Vicinity Media...



We served 400 million impressions in total within applied geofences, as verified by Location Sciences, collected 3 billion data points, and drove 11 702 899 consumers to store.

Click below for our Vicinity: The Year In Data one-pager to see our highlights from the past year.

[Vicinity: The Year In Data](#)

- **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.

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