

Vicinity Media launches location-based video across rapidly expanding network

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Following the recent launch of the 300x250 mobile ad unit, Vicinity Media has another first-to-market location innovation. Brands can now play mobile video on the Vicinity landing page, video that is only triggered when users are within close proximity to brand locations.

The video plays within the Vicinity Media landing page directly above the distance to the offer and the engagement buttons that generate acquisitions for clients.

The video solution is available across all Vicinity's Premium publishers, a network that now rivals any in the South African mobile industry and is currently delivering up to 60 million location-based ads every month in SA, Africa and the Middle East.

The Caxton Local News Network, Business Day and Planet Rugby are recent additions to the SA network, with Rugby 365 currently in testing.

In the Middle East Gulf News, Goal and OLX have successfully partnered with Vicinity.

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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