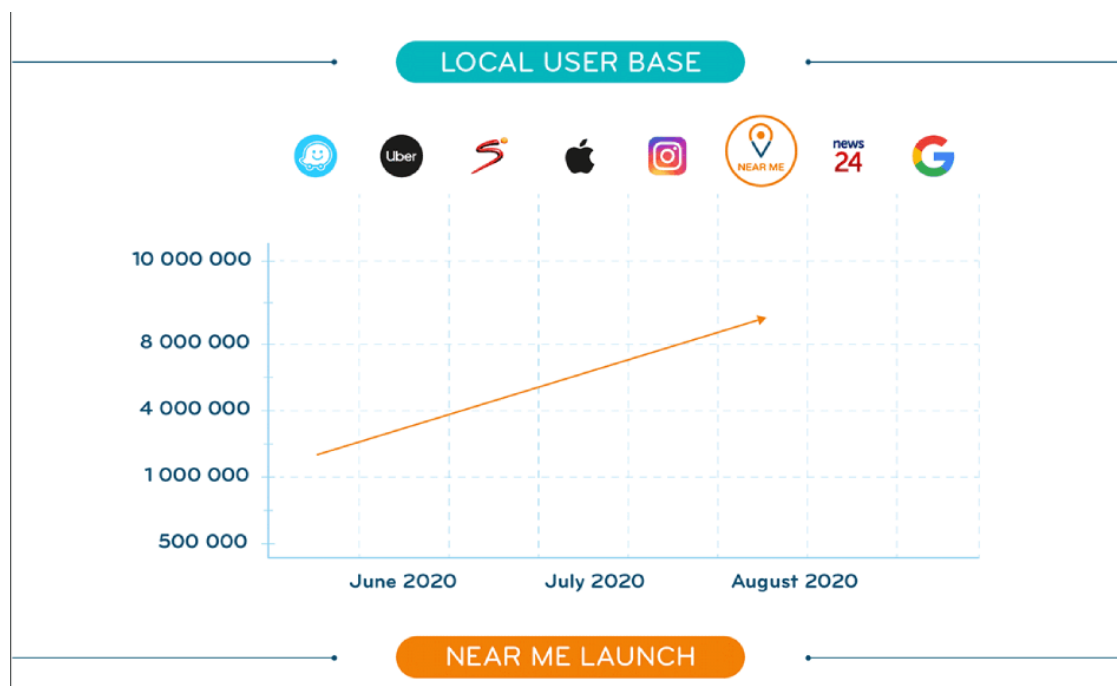# Near Me shows explosive growth!

Issued by Vicinity Media   19 Jul 2021

Vicinity Media's Near Me microapp has seen incredible growth since launching late last year. In June the microapp appeared 94,998,674 times and recorded an incredible 493,979 engagements. With over five million unique users, Near Me already has one of the biggest audiences in the country.

Each time a user clicks on a category within Near Me they provide Vicinity Media with priceless local intent data.

The combination of Near Me search data and Vicinity Media's physical affinity (store visit) data means the AdTech company has an unrivalled capability for audience profiling with over two billion available intent data points (collected this year) to laser target an audience.
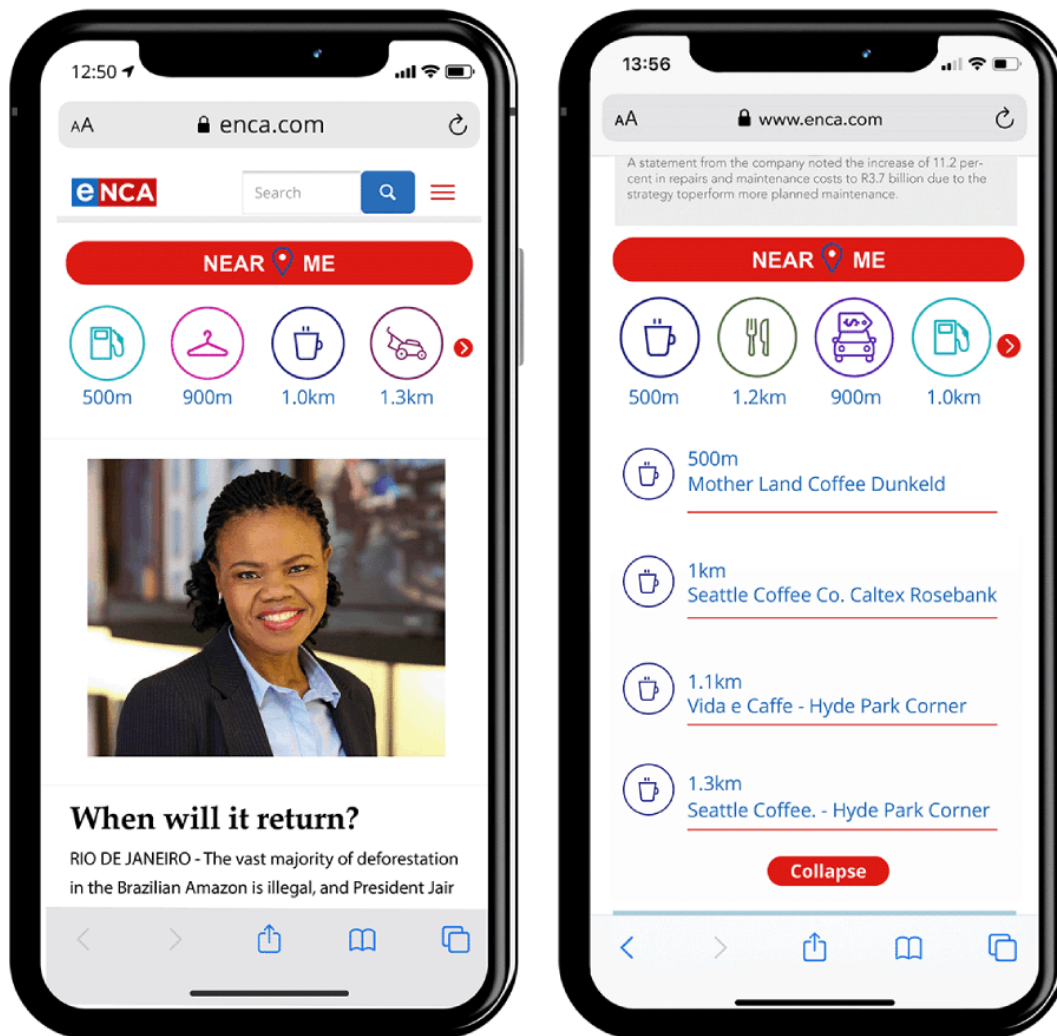
For brands, this level of intent/search data, coupled with Vicinity Media's first-party location data and premium publisher network is a powerful media weapon for achieving objectives.

And the numbers don't lie - Vicinity Media is currently running Near Me retargeting for numerous clients with industry leading results. In the retail sector a recent campaign was performing at 1.55% CTR, with the Near Me targeting portion of the campaign delivering a 8.62% CTR!

"We're seeing results like these across the board," says Neil Clarence, Vicinity's COO. *"The Near Me microapp enables the marriage of two powerful data sets (location and intent) and supercharges our targeting and retargeting capabilities."*

ABOUT NEAR ME

Near Me is a smart microapp that's easily integrated on any mobile site or app, serving as a 'mini search engine' for nearby businesses.

It streamlines the local search process in a more intuitive way, and has other location-based features, like the most accurate weather available on mobile web.

Industry leading data driven targeting

Contact Vicinity Media to unleash industry leading intent data on your next campaign!

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