



VICINITY

OUR VISION & MISSION



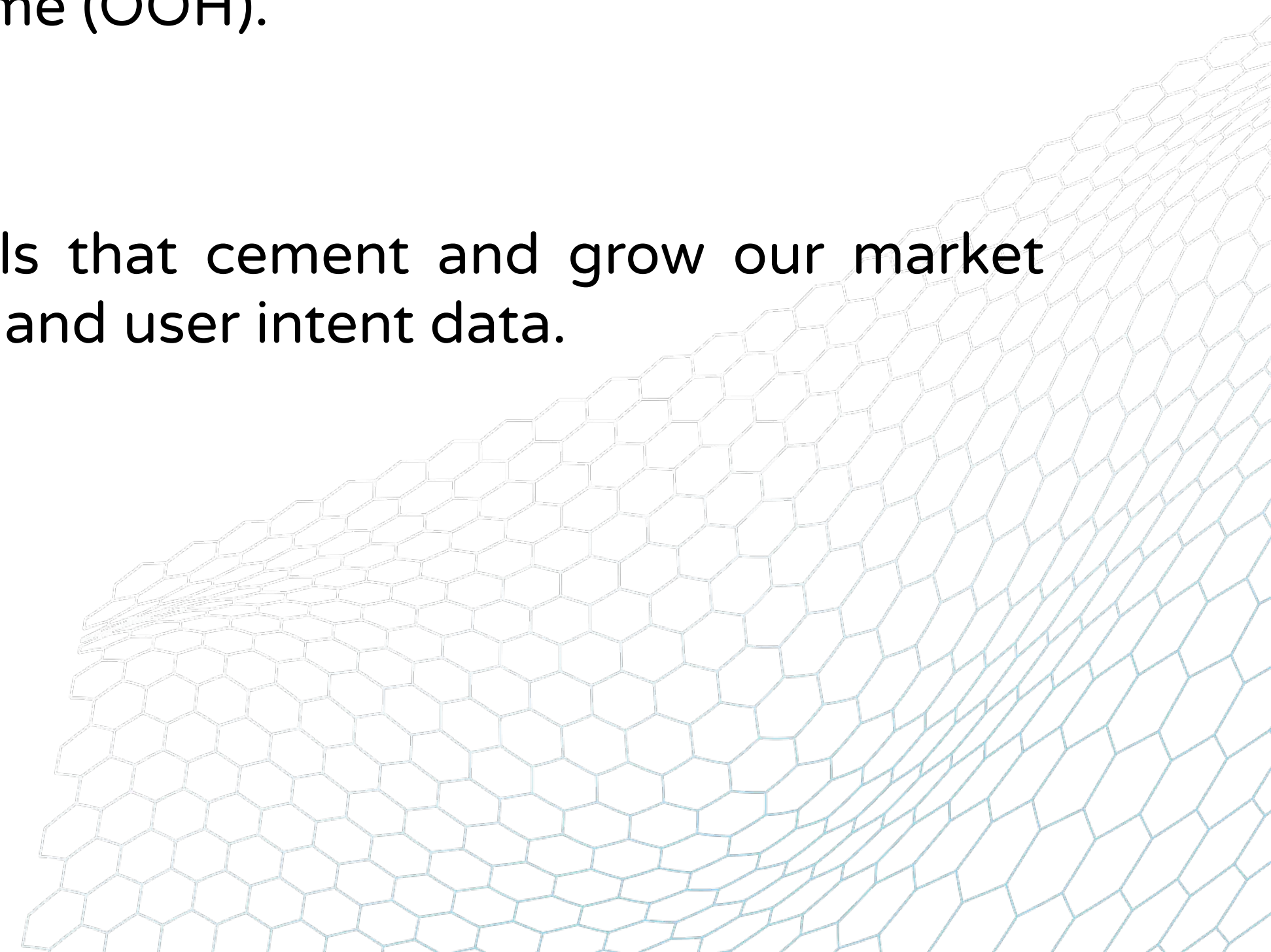
OUR VISION

Develop an Ecosystem to underpin Location and Intent based ad delivery and footfall measurement across media types as technology convergence takes place and disrupts Radio, TV, Out of Home (OOH).



OUR MISSION

Offering (free) user and advertiser tools that cement and grow our market position as a leader in 1st party location and user intent data.



AFRICA'S LEADING ADTECH & DATA BUSINESS



What makes us the leaders in Adtech?



1ST PARTY LOCATION DATA

Ranked #1 globally
for location and
data accuracy.

Opt-in, fully POPIA
compliant 1st party
location data
sourced directly
from users.



PREMIUM PARTNERSHIPS

Extensive network of
premium publisher,
DOOH and CTV
partners.



AUDIENCE TARGETING

Precise audience
targeting using
in-market,
behavioural, device,
placement, website
and location data.



TRUE OMNICHANNEL

We know where your
audience is and we
target them on every
screen: from mobile
and desktop to
DOOH and CTV.



GLOBAL FIRST MEASUREMENT ANALYTICS

Industry-leading
measurement
analytics including
visit, web and local
search uplift.

MEET THE CORE TEAM



DARYL VAN ARKEL (CPT)
CHIEF EXECUTIVE OFFICER



NEIL CLARENCE (JHB)
CHIEF OPERATING OFFICER



CHARLES TALBOT (CPT)
CHIEF SUPPLY AND DATA

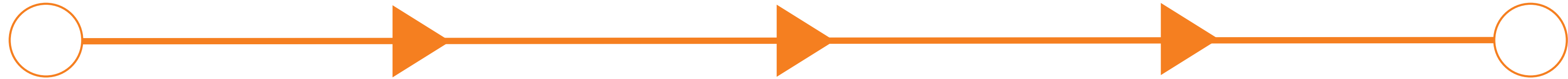
THE VICINITY MEDIA JOURNEY



THE VICINITY MEDIA JOURNEY



TEAM STRUCTURE | HOW WE WORK



DATA OPS PLANNING & TARGETING

Uses **location and audience data** to define target audiences and identify the most relevant screens for the campaign.

Supports **planning and proposal development** with data-led insights and visualisation.

SALES STRATEGY & BOOKING

Works with the client to develop the **campaign strategy and media plan**.

Presents the proposal, manages negotiations, and **confirms campaign bookings**.

AD OPS CAMPAIGN ACTIVATION

Coordinates with the client to collect the **required assets** and confirm campaign details.

Implements, schedules, and launches the campaign across the selected screens.

STUDIO CREATIVE ADAPTATION

Prepares and **resizes creative assets** to meet screen specifications.

Reviews and **adjusts creative based on platform requirements** or client feedback.

DATA OPS REPORTING & INSIGHTS

Analyses campaign performance and **measures outcomes** such as search uplift and engagement.

Provides **post-campaign analysis and optimisation insights** for future campaigns.

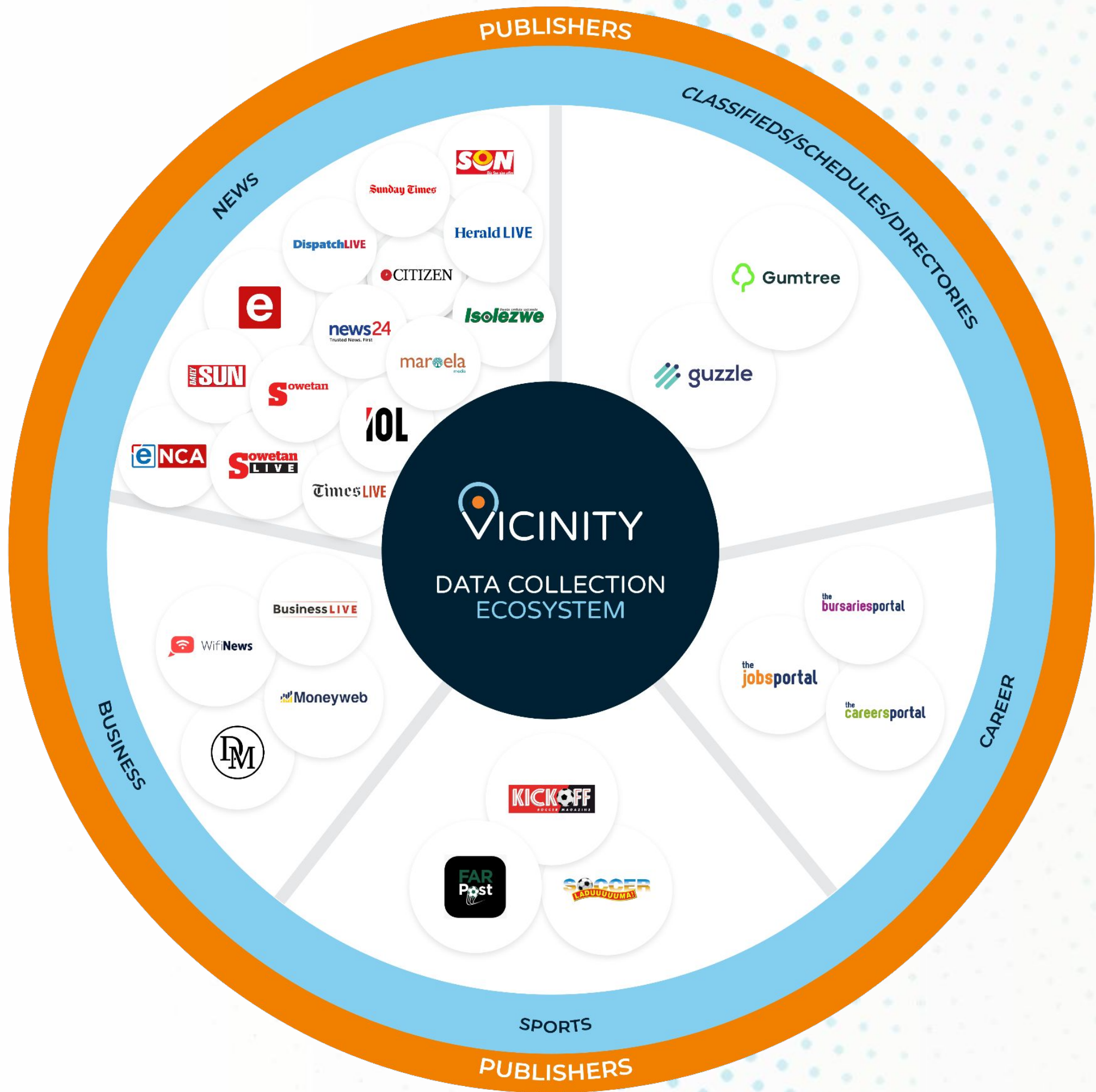
Multiple teams collaborate to ensure campaigns launch smoothly and deliver measurable results.

DATA COLLECTION NETWORK



We have direct integrations with the majority of SA's leading publishers.

Through these integrations we gather precise location data and deliver ad targeting that drives brand exposure, engagement, and real-world results.



DOOH NETWORK



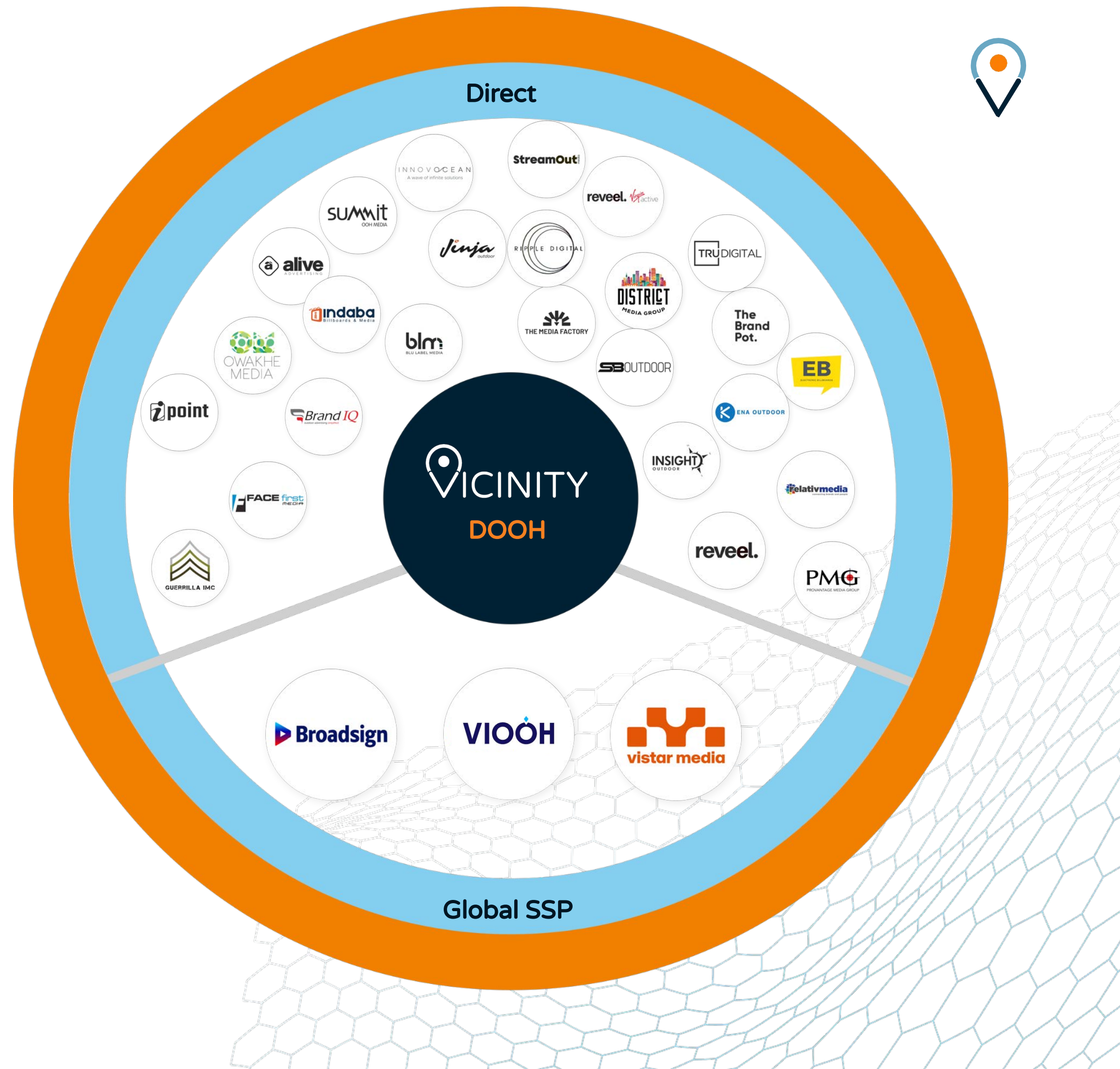
Access to over 900 DOOH Sites

Our expansive network spans more than 900 Digital Out of Home screens, giving brands the opportunity to connect with audiences in high-impact environments across their daily journeys.

From high-traffic roadside billboards to in-mall displays, fuel stations, residential areas and more — we offer coverage across a diverse mix of formats and locations to suit any campaign objective.

Partnerships with 30+ Media owners & 3 Global SSPs

We partner with over 30 DOOH media owners and are integrated with top SSPs like Broadsign, VIOOH and Vistar providing unrivalled access.



AWARDS



BRONZE AWARD
2018

BRONZE AWARD
2019

GOLD AWARD
2020

SILVER AWARD
2021

BRONZE AWARD
2021

SILVER AWARD
2022

BRONZE AWARD
2022



BRONZE AWARD
2018

BRONZE AWARD
2018



GOLD AWARD
2019



GRAND PRIX AWARD
2019

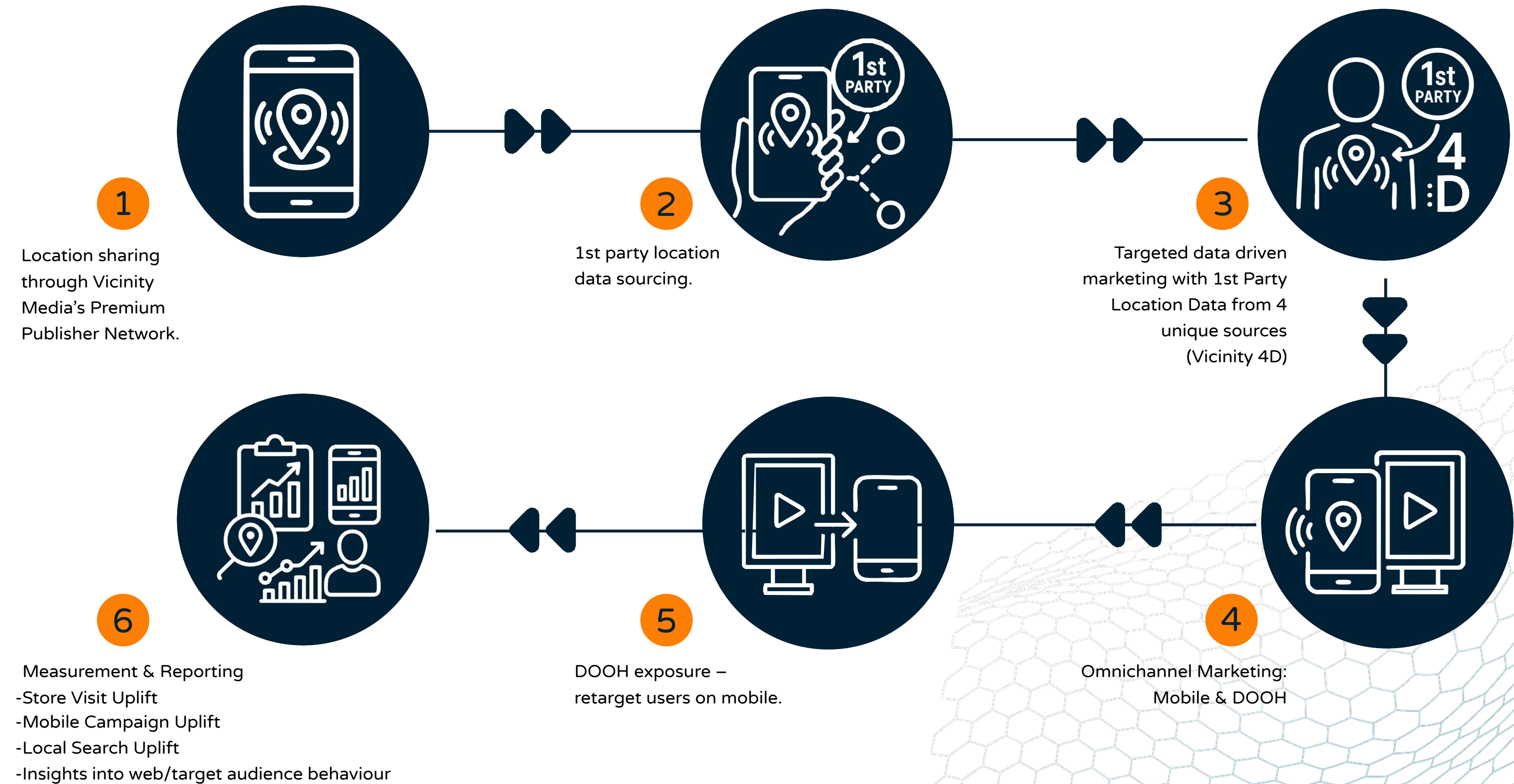


ANALYTICS TECH AWARD
2026

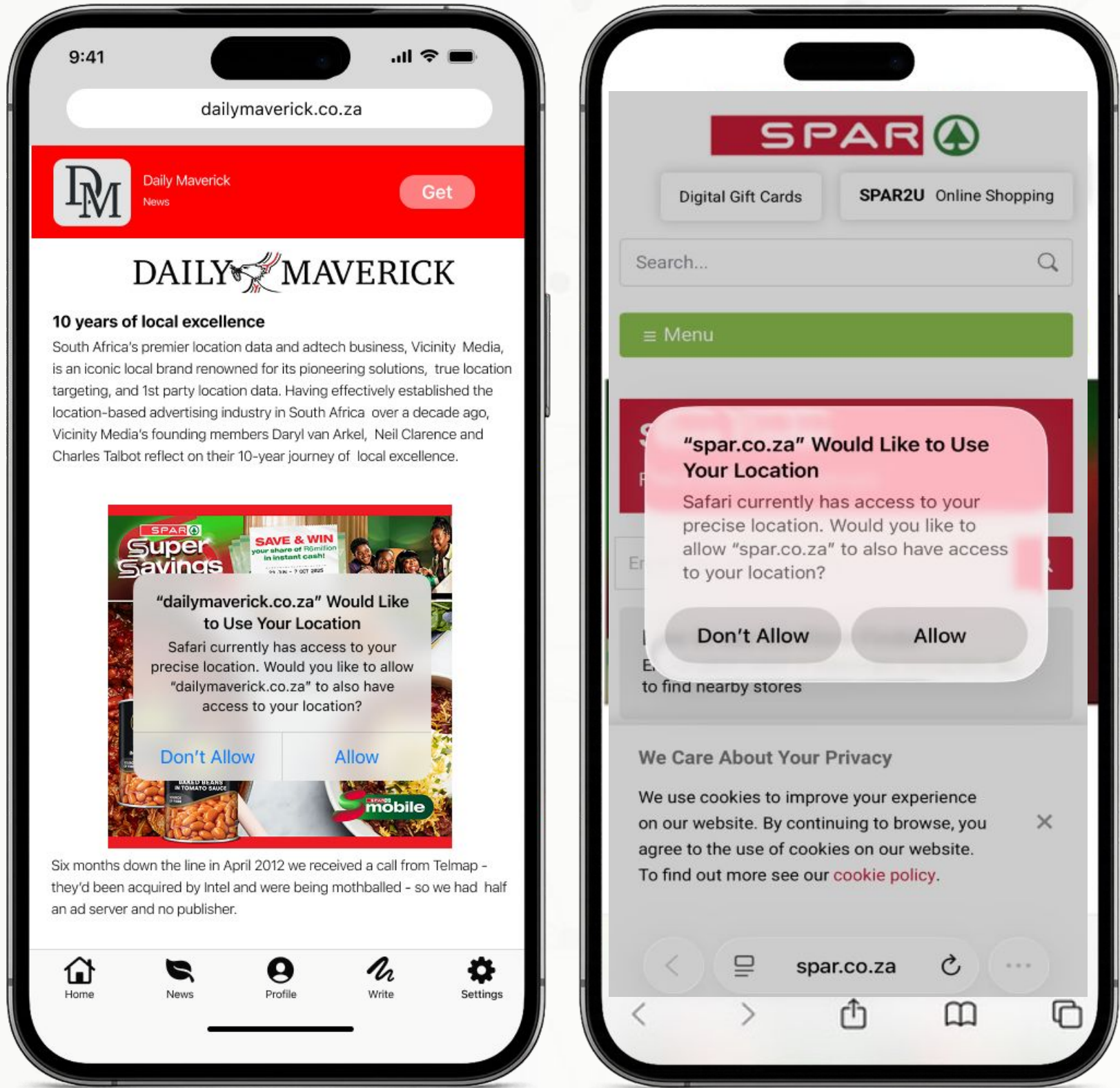
DESIGN TECH AWARD
2026



DATA, CHANNEL AND MEASUREMENT JOURNEY



IT ALL STARTS WITH THE HIGHEST QUALITY DATA



Vicinity Location Consent on Publisher site and Client Website

1ST PARTY DATA

3RD PARTY DATA

DATA
SOURCE

Directly from user.

Data sourced from a number of ‘middlemen’ between the data source and ad serving technology.

DATA
QUALITY

6 - 8 Decimal places.

Often only 2 - 4 Decimal places.

DATA
ACCURACY

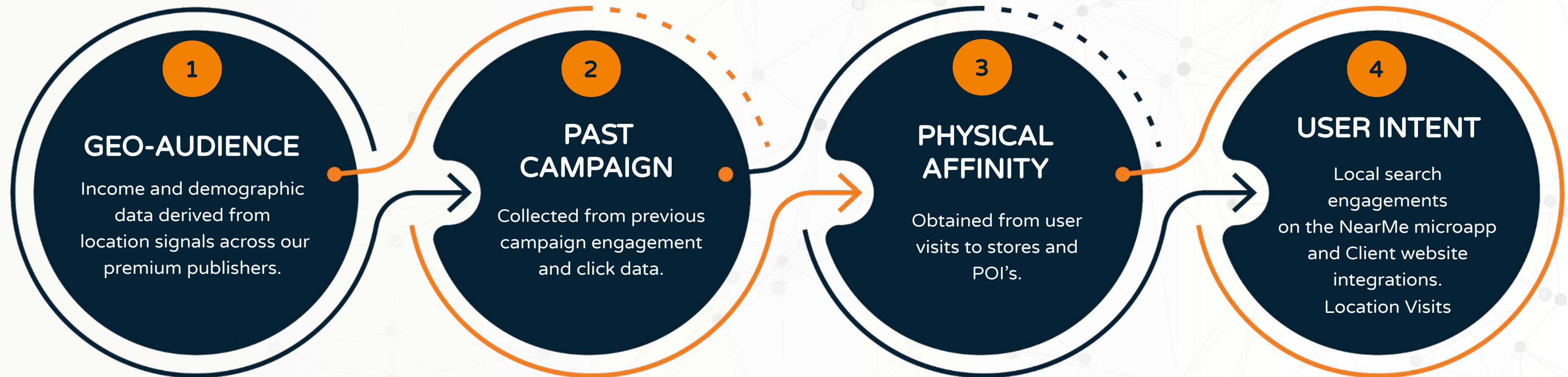
Within 5m² from the user.
Street level location targeting.

Regional/provincial level.
Broad location targeting.

HOW WE BUILD OUR DATA | VICINITY 4D



Vicinity Media leverages 1st Party Location Data from 4 unique sources (Vicinity 4D) to fuel consumer insights and behavioural trends for more targeted data driven marketing.

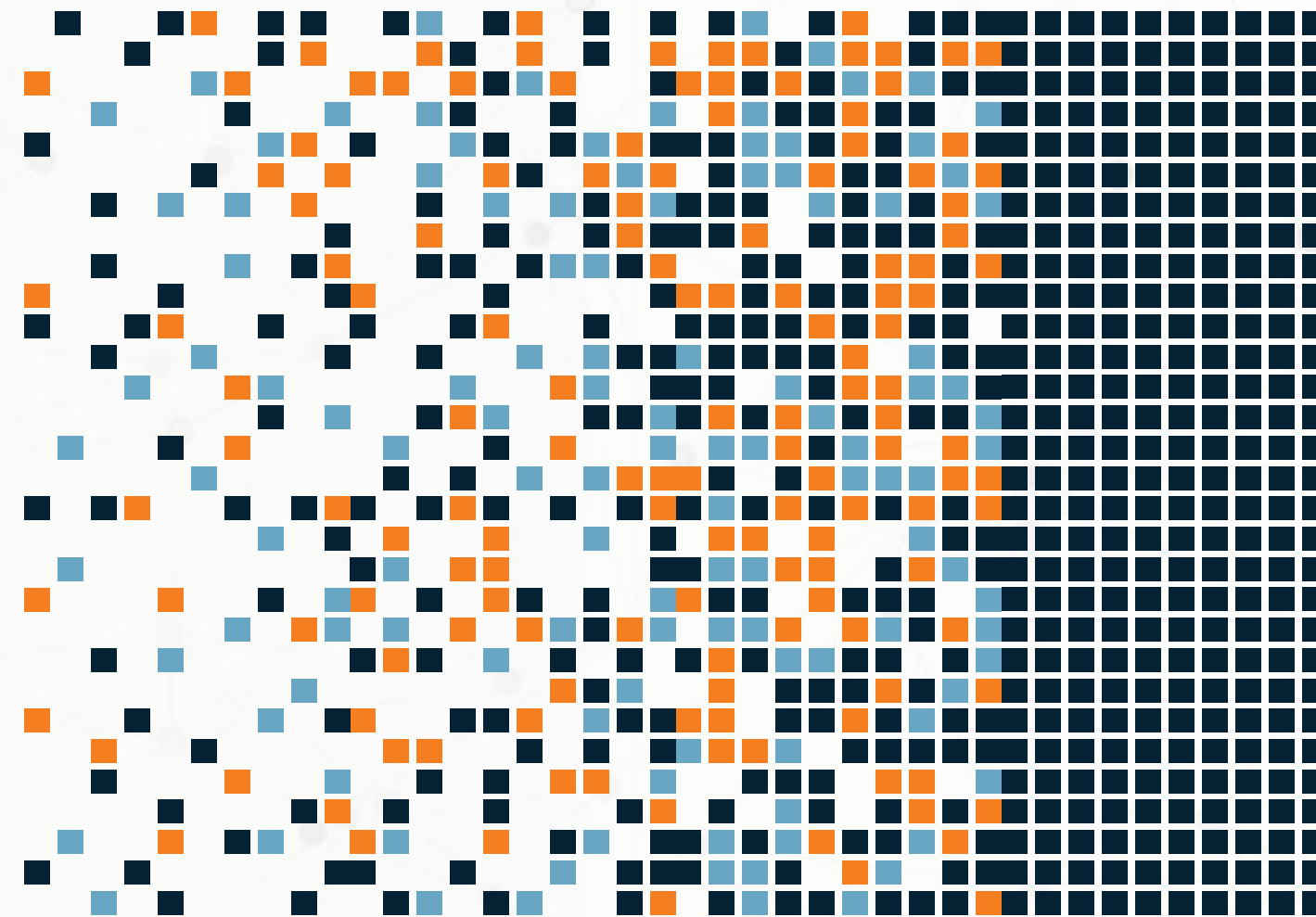


We gather this data through direct integrations with SA's top publishers. This powerful combination of location, intent and affinity creates a data pipeline unrivalled in the mobile advertising industry.

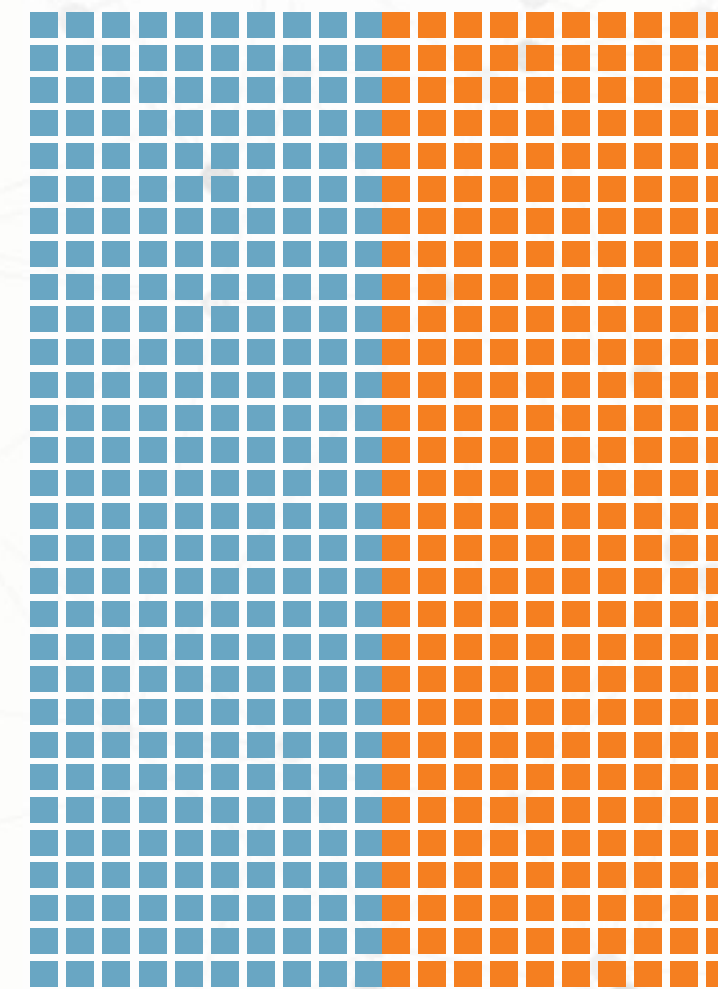
AT VICINITY, WE DO THINGS DIFFERENTLY...



TYPICAL INDUSTRY DATA



OUR DATA*



This is the Rolls Royce of location data products.

* Independently verified by Location Sciences as 100% accurate.

HOW OUR ADTECH WORKS



We connect brands to audiences in the right place, at the right time.

- Users opt in to share their location. Their user profiles are built up over time based on interaction.
- Reach the right audience with in-market and behavioural data, device and placement data points, website and location targeting and more.
- Geo-fence stores/POIs with dynamic ads showing nearest store & distance.
- Multiple CTAs: *Find Store, Drive, Visit Website, Social, etc.*

Drive action with real-time, location-based ads featuring store info and custom CTAs.



WE ARE OMNICHANNEL

Our data unlocks cross-channel success, while our capabilities empower your brand to reach audiences across MOBILE, DESKTOP and DOOH.

- Truly Integrated Communication.
- Dynamic messaging at location-level, across any relevant screen.
- Fully measurable omnichannel impact across search, web and store visits.

World-leading measurement analytics:

- Store Visit Uplift
- Website Uplift
- Local Search Uplift
- Omnichannel Campaign Uplifts.



Connected TV and Audio Coming Soon!

MEASUREMENT STACK

MAKING THE UNMEASURABLE MEASURABLE



Our innovative measurement solution turns “dumb” channels into smart ones and makes smart channels even smarter.



Gain a wider view of your omnichannel impact, including influence on web searches, website engagement and in-store traffic.

OUR BREAKTHROUGH MEASUREMENT INNOVATIONS



AWARD WINNING
SOLUTION



OMNICHANNEL ANALYTICS

Web Uplift

Where did your web traffic lift after the last national campaign push? Where did you not reach or resonate? We will tell you how and where you made an impact.

Visit Uplift

Measures real world ROI to determine if a campaign pushed consumers to a store.

Local Search Uplift

Measures the uplift and/or decline in search queries specific to the targeted locations.

Campaign Uplift

Measures the impact of mobile campaigns on DOOH campaigns and visa versa.

Location Scores

Provides a store-level view of search, web, visits and campaign uplift benchmarked against brand and industry standards.

NearMe

Shows strong purchase intent from nearby consumers.

GEOLYTICS

VISITABILITY TM



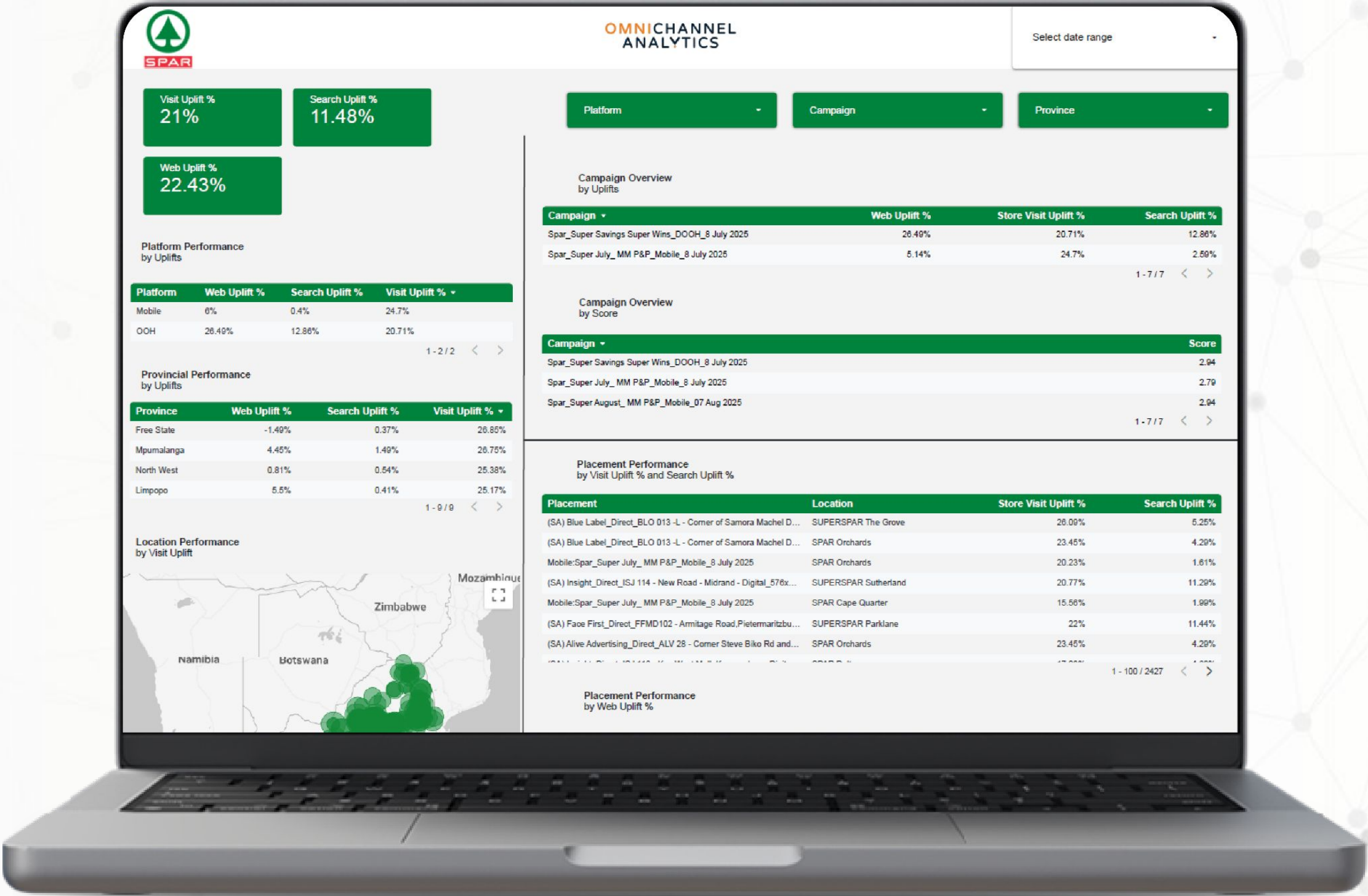
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POWERED BY

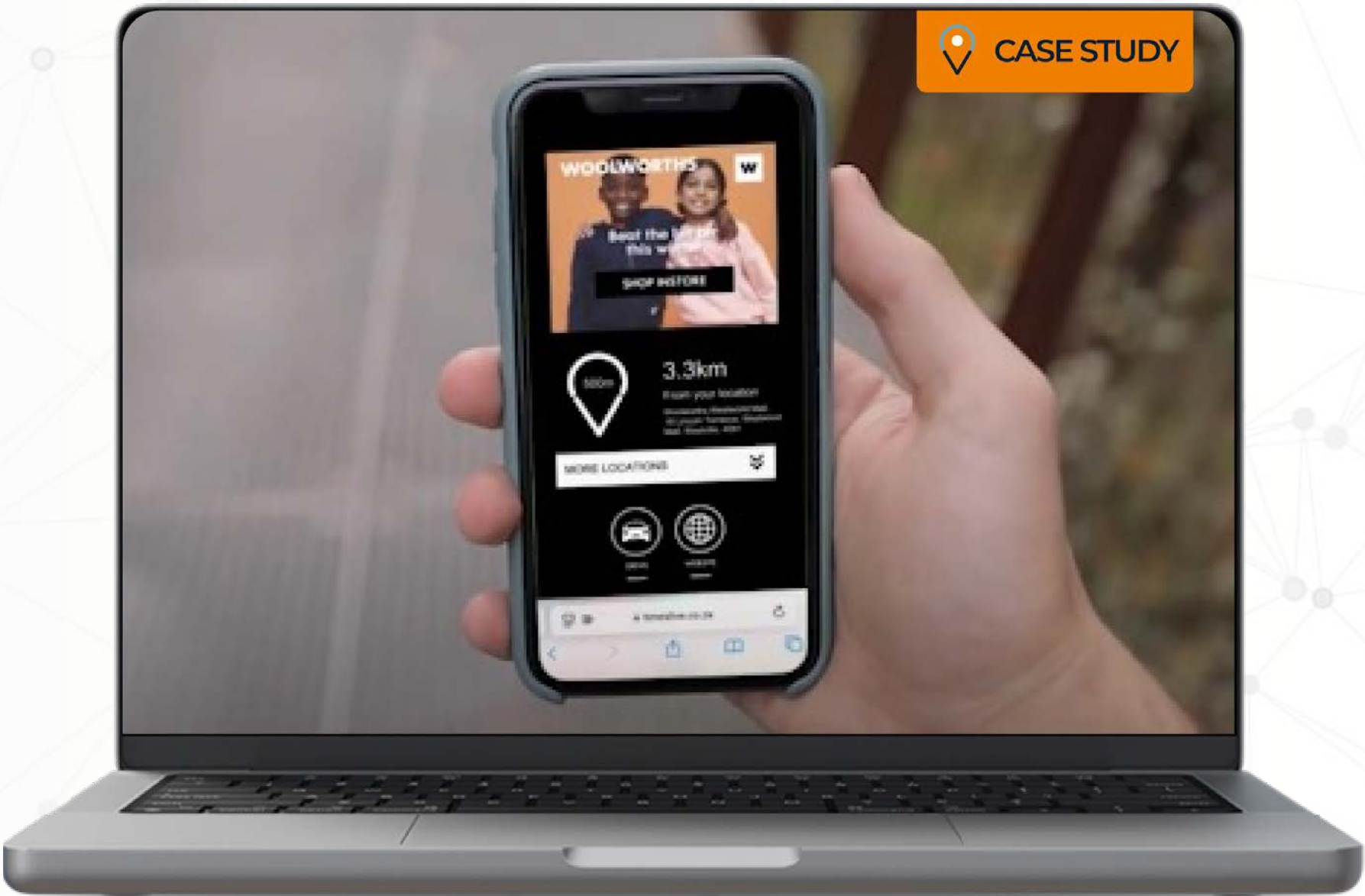
AWARD WINNING SOLUTION



DASHBOARD LINK



GLOBAL-FIRST ANALYTICS TRANSFORMS CAMPAIGN METRICS



CASE STUDY VIDEO



Results



55.80%

Average Store Visit Uplift
increase after Campaign
Exposure



1.2M

Store Visits across all
targeted locations after
Campaign Exposure



1.5M

Mobile Impressions



0.64%

Mobile CTR (Well above the
0.49% industry
benchmark)



1.4M

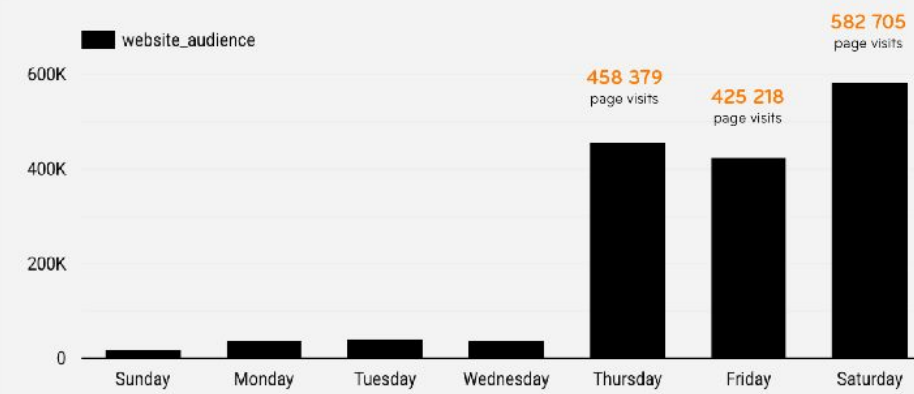
Exposed Page Visits

DOOH EXPOSURE, BY SITE, DRIVES WEBSITE TRAFFIC

Screen Attribution to Website

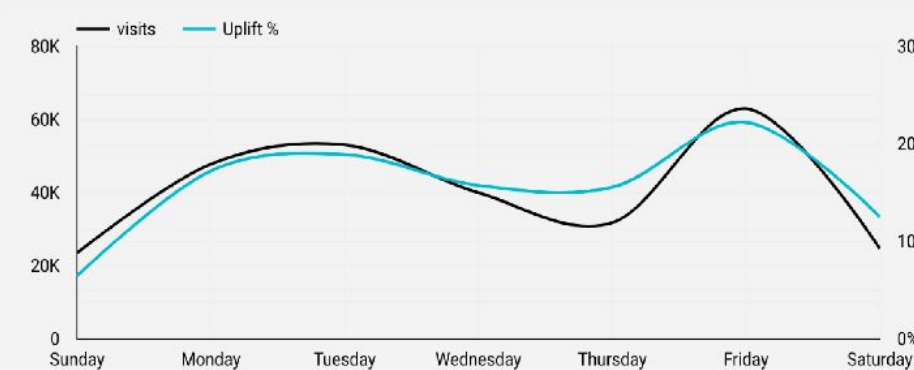
Platfo...	Source	Audie...	We...	Attr...
mobile	Woolworths_Kids Quali...	510,626	185,062	36.24%
ooh	JCD 80579.D01S	11,682	8,326	71.27%
ooh	INNOVOCEAN IND005	11,175	4,059	36.32%
ooh	(SA) Epic_Direct_Rosebank	10,652	4,232	39.73%
ooh	Tractor WCD001	8,481	1,475	17.39%
ooh	(SA) Relativ_Direct_Kat...	8,086	4,141	51.21%
ooh	(SA) Jinja_Direct_J114...	5,980	4,429	74.06%
ooh	Brand IQ GP-TSH-0257	5,962	3,869	64.89%
ooh	(SA) Insight_Direct_ISJ...	5,171	1,792	34.65%
ooh	Tractor WCD006	4,696	1,679	35.75%
Grand total		607,976	1,606,619	264.26%

Pageviews by day of the week



Woolworths Kids Winter Clothing page were most visited on **Thursdays, Fridays and Saturdays** during the campaign period.

Physical Store visits per day (compared to online page visits per day)



Physical Store visits per day compared to online page visits per day



DOOH EXPOSURE, BY SITE, DRIVES STORE VISITS

Screen Attribution to Store

Platform	screen	Location	Visits
DOOH	Innovoecean IND005	Woolworths Victoria Wharf ...	59,900
DOOH	(SA) Epic_Direct_Rose...	Woolworths Rosebank Mall	21,376
DOOH	(SA) Relativ_Directive_Ce...	Woolworths Centurion Mall	10,112
DOOH	Innovoecean IND005	Woolworths Canal Walk	6,998
DOOH	Brand IQ GP-TSH-0257	Woolworths Menlyn Park Pr...	5,943
DOOH	(SA) Relativ_Direct_Ce...	Woolworths Menlyn Park Pr...	5,730
DOOH	Innovoecean IND005	Woolworths Cavendish	4,211
DOOH	Brand IQ GP-TSH-0257	Woolworths Centurion Mall	3,625
DOOH	Innovoecean IND005	Woolworths Constantia Vill...	3,470
DOOH	(SA) Epic_Direct_Rose...	Woolworths Southgate Mall	3,404
Grand total			283,912

CASE STUDIES



OMNICHANNEL DRIVES HYPERLOCAL RETAIL SUCCESS



DOOH Inclusion Powers 15% Increase in Foot Traffic and 38% Surge in Local Search.

Including DOOH in a broader omnichannel strategy delivers measurable, long-lasting results by driving **foot traffic** and **online search intent**. A top retailer's **hyperlocal** campaign in Gqebera exemplified this, combining DOOH screens in high-traffic areas near stores with always-on mobile ads. This powerful mix amplified brand visibility and enhanced campaign impact.

DOOH inclusion significantly boosted store visits and local search interest, showcasing superior **omnichannel effectiveness** through Vicinity Media's **industry-leading DOOH reporting** tools.



GLOBAL-FIRST ANALYTICS TRANSFORMS OMNICHANNEL CAMPAIGN MEASUREMENT

Our global-first attribution and location data delivered precise targeting and actionable insights for Woolworths Kids Winter Clothing.

The Execution

DOOH within 5 km of Woolworths stores, paired with mobile retargeting, drove store visits and web engagement measured through our advanced analytics.



Visitability

Tracked which DOOH sites drove in-store visits to specific stores.



Local Search Uplift

Measured changes in search interest at targeted locations.



NearMe

Retargeted users based on local search behaviour, delivering location-specific ads.



Campaign Uplift

Measured in-store visits and page views against pre-campaign levels.



Geolytics

Through a direct integration with the Woolworths website, we tracked if web traffic increased around specific DOOH billboards.

1st party location data and retargeting



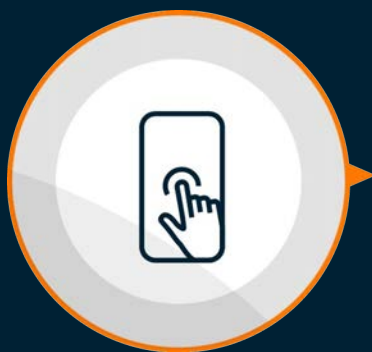
Geotargeting

Target users online who are in close proximity to a Woolworths store.



Physical Affinity/In Market

Target users who have previously visited a store and competitor stores.



Past Campaign Engagement

Target users who engaged with similar products or campaigns on our network.

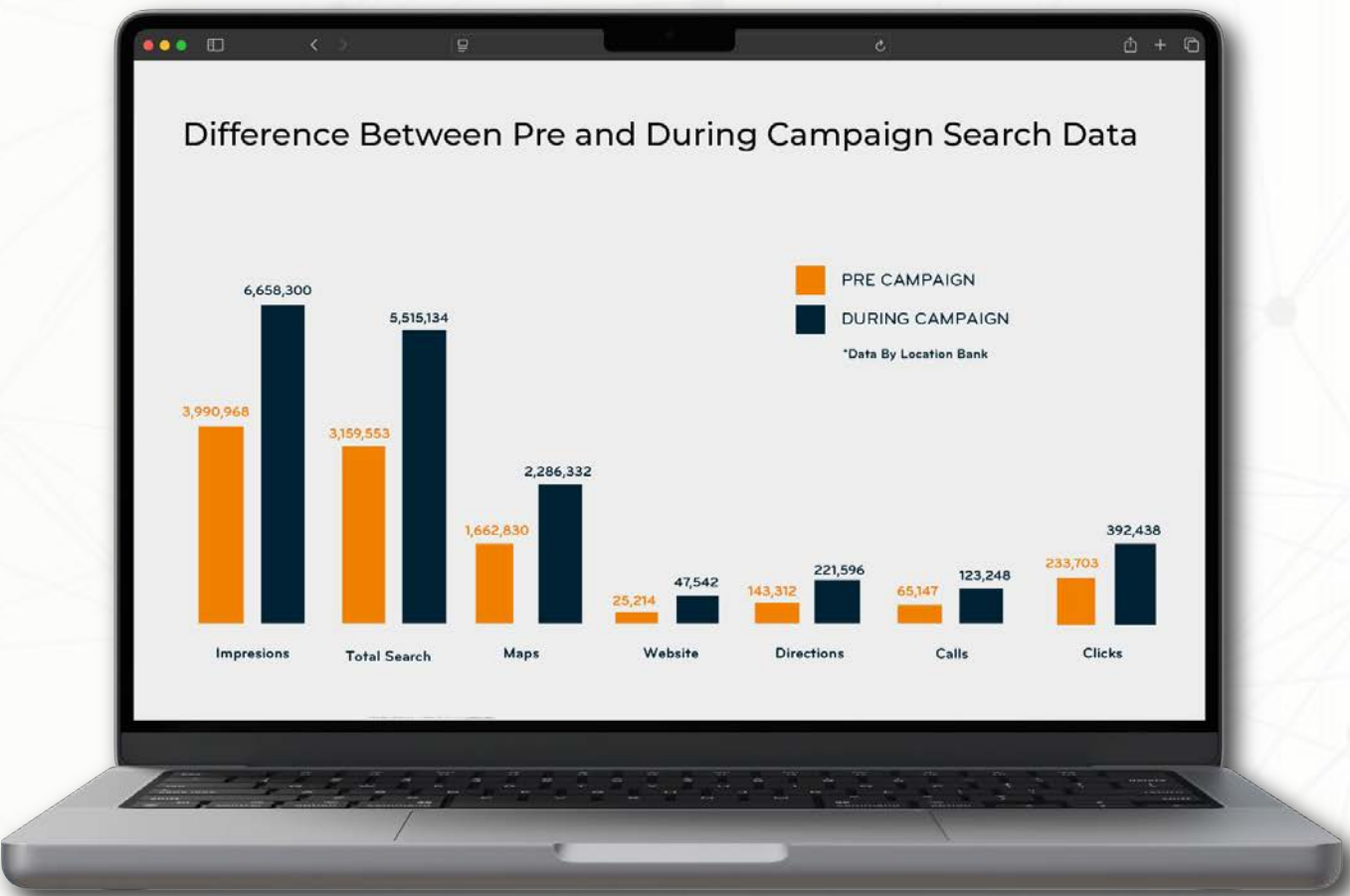


User Intent

Target users who searched for related products on NearMe or browsed the Woolworths website in a specific area.

The Attribution Dashboard

Our attribution dashboard data showed how many visits each billboard drove to specific stores and measured the impact of the campaign on online behaviour.



Local Search Uplift

Our local search uplift data demonstrated an increase in online searches for targeted Woolworths stores.



Results



55.80%

Average Store Visit Uplift Post-Campaign.



1.2M

Store visits at targeted locations post-campaign.



1.5M

Mobile Impressions.



0.64%

Mobile CTR (Well above the 0.49% industry benchmark).



1.4M

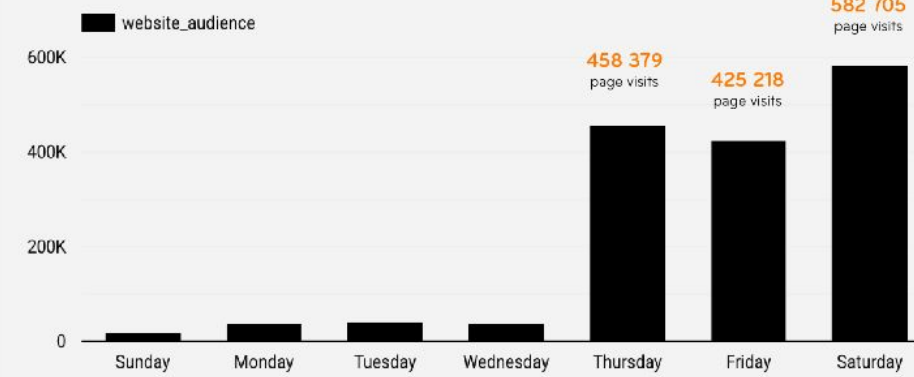
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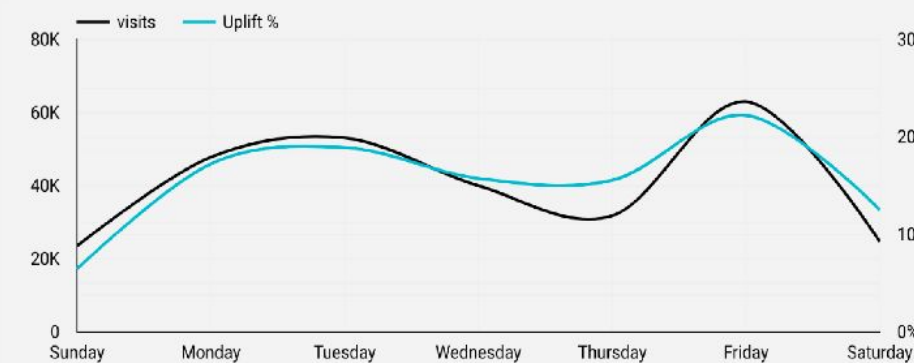
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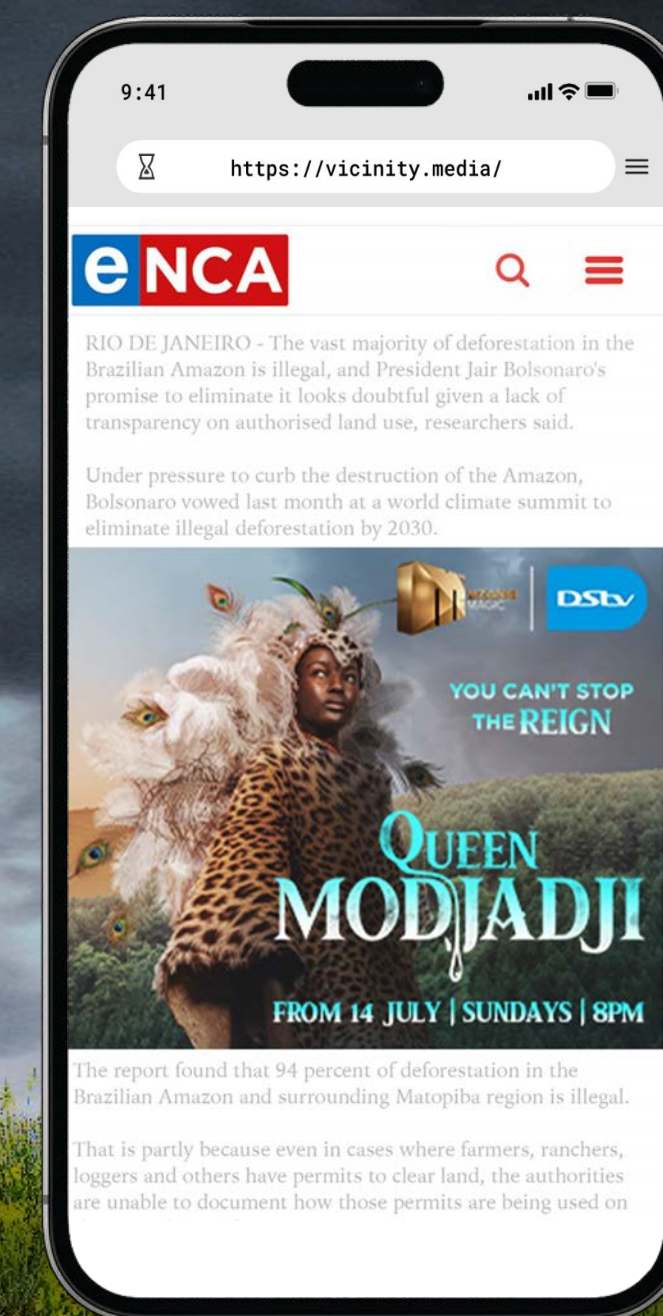
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WEATHERTRAC TECH BRING QUEEN MODJADJI'S REIGN TO LIFE



Queen Modjadji, a Mzansi Magic TV drama, used our 1st party proprietary location data and **WeatherTrac** technology to deliver real-time, weather-responsive DOOH and mobile ads - bringing the Rain Queen's legend to life.



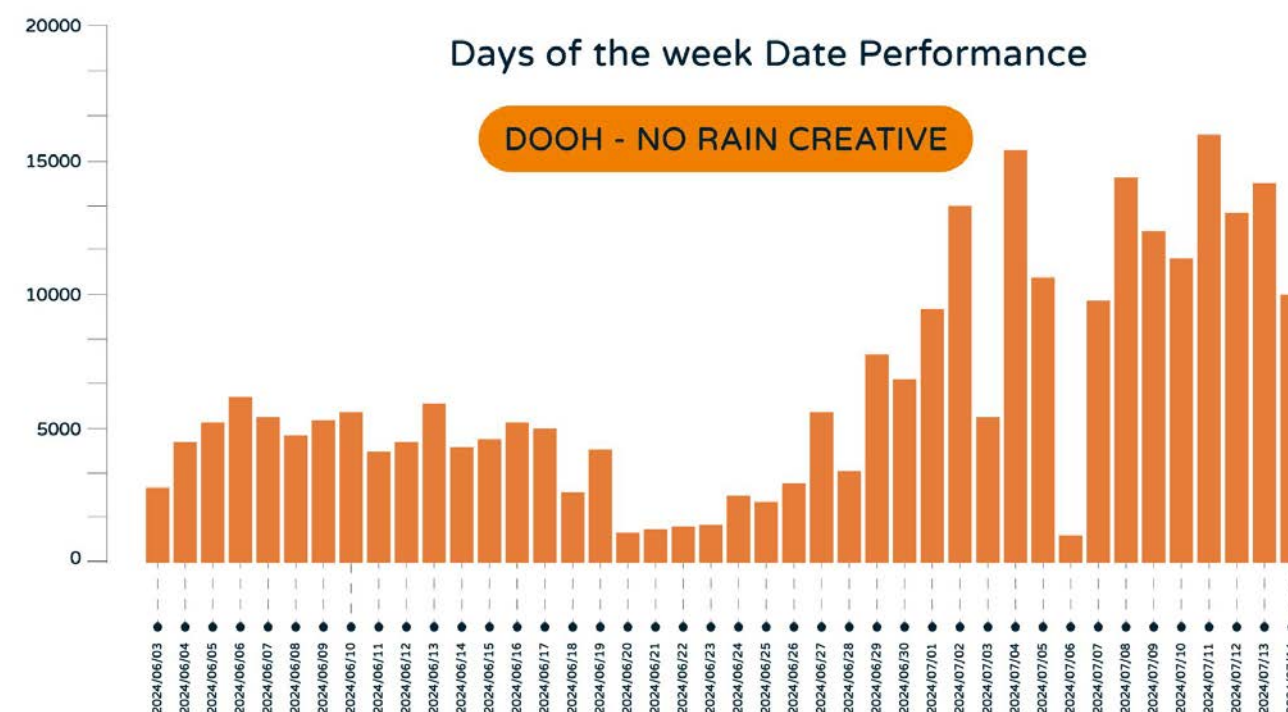
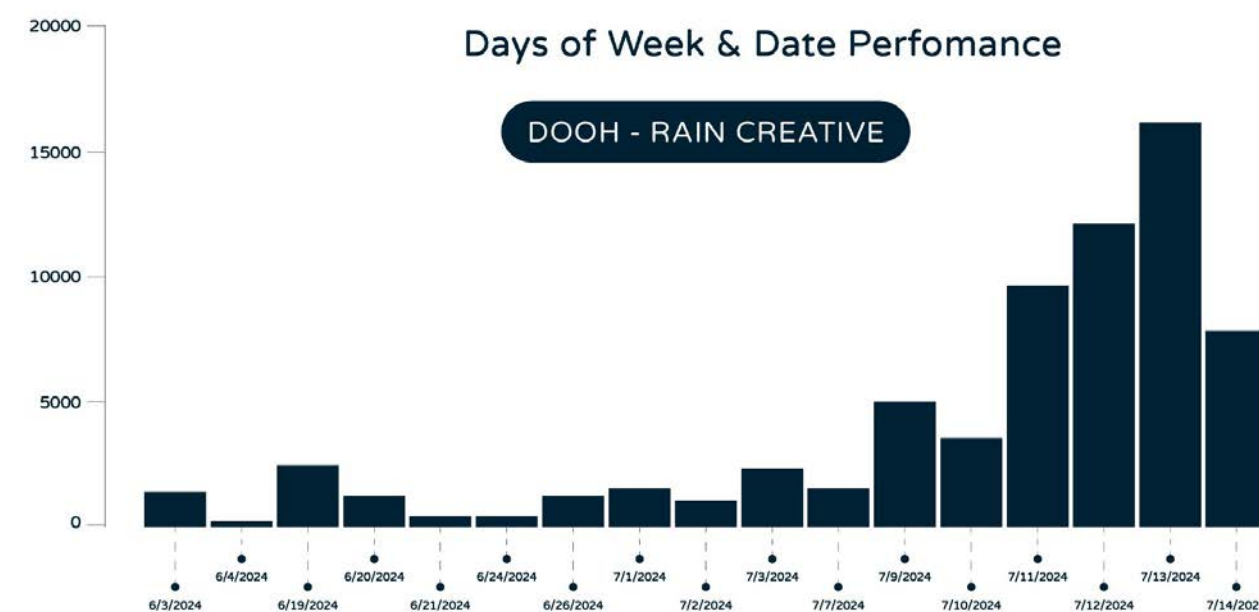
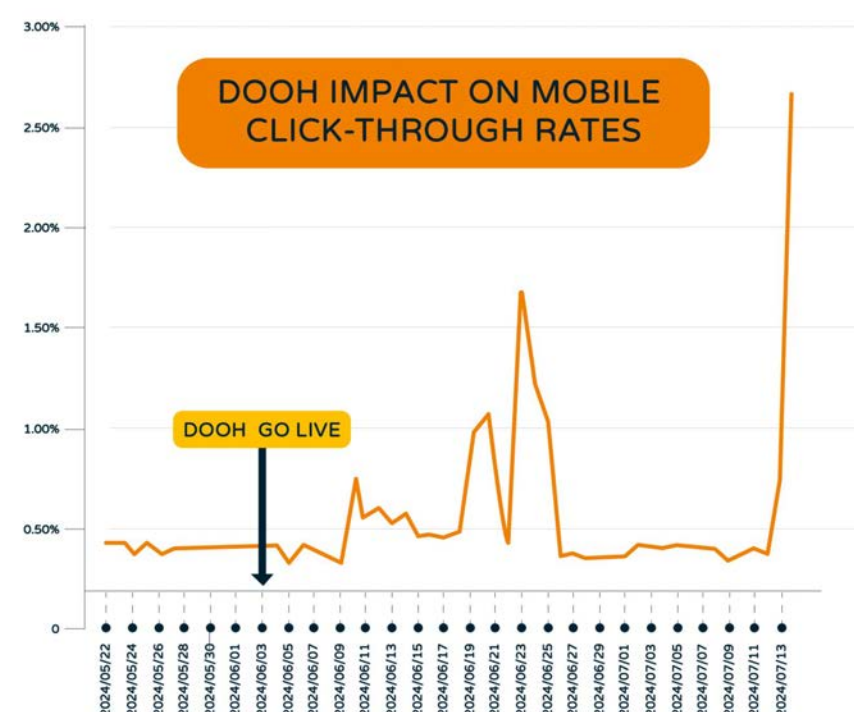
DOOH drives mobile engagement and delivers measurable consumer interest

Top DOOH sites and audience reached

16 051 Pretoria CBD Premium Towers

15 971 Noord Street Taxi Rank, Braamfontein

15 791 Mahatma Ghandi South Beach



Mobile Impressions
641K



DOOH Impressions
526K



Increase in mobile CTR when DOOH creative went live
93%

GET CLOSER