

VICINITY RATE CARD

1ST PARTY LOCATION TARGETING

CPM R180

GPS level targeting that utilises our proprietary 1st party location dataset (ie. direct from the user) allowing laser accuracy down to street level. This is the 'Rolls Royce' location product available on the market, from the company that created and continually pioneers location based mobile in South Africa (with technology specifically developed for this market).

INCLUDES:

-  Industry leading 1st party location data and targeting
-  VisitAbility attribution reporting
-  The only solution accurate enough to provide distance in banner & landing page
-  Full independent verification
-  Demographic Targeting
-  Affinity Targeting
-  In Market Targeting
-  Visit Retargeting
-  Past Campaign User Retargeting
-  Standard Retargeting

3RD PARTY LOCATION TARGETING

CPM R40

Targeting based on city level 3rd party location data. This degree of targeting is equivalent with other location providers, as well as programmatic location based targeting.

-  No distance in artwork or attribution
-  The 3rd party location offering that the rest of the industry provides
-  No verification

If your objective is audience based without street level location accuracy, select 3rd party location targeting as well as the desired additional/data from the below options:

+ ADDITIONAL TARGETING/DATA

-  Demographic Targeting
CPM R15.00
-  Affinity Targeting
CPM R15.00
-  In Market Targeting
CPM R15.00
-  Visit Retargeting
CPM R50.00
-  Past Campaign User Retargeting
CPM R0.00
-  Standard Retargeting
CPM R0.00

We can tailor a cost plan to best suit your objectives/needs.

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