

VICINITY MEDIA VS GOOGLE DISPLAY NETWORK

PERFORMANCE ACROSS INDUSTRY SECTORS

The following infographic compares performance across VICINITY MEDIA'S LOCATION BASED MOBILE NETWORK with GOOGLE'S performance standards across its display network. The Google performance statistics are taken from Wordstream's Google AdWords Benchmarks for YOUR Industry report published on their site - <http://www.wordstream.com/blog/ws/2016/02/29/google-adwords-industry-benchmarks>

1



RETAIL (CLICK THROUGH RATE)



Increased number of clicks with Vicinity:
66.48%
(same spend)

Increased Performance vs GDN:
0.40% CTR

2



FOOD/CONSUMABLES (CLICK THROUGH RATE)



Increased number of clicks with Vicinity:
66.83%
(same spend)

Increased Performance vs GDN:
0.67% CTR

3



TRAVEL & HOSPITALITY (CLICK THROUGH RATE)



Increased number of clicks with Vicinity:
8.76%
(same spend)

Increased Performance vs GDN:
0.05% CTR

4



MOToring (CLICK THROUGH RATE)



Increased number of clicks with Vicinity:
30.60%
(same spend)

Increased Performance vs GDN:
0.18% CTR

5



REAL ESTATE (CLICK THROUGH RATE)



Increased number of clicks with Vicinity:
70.66%
(same spend)

Increased Performance vs GDN:
0.58% CTR

6



QUICK SERVICE RESTAURANTS (CLICK THROUGH RATE)



Increased number of clicks with Vicinity:
48.37%
(same spend)

Increased Performance vs GDN:
0.12% CTR



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* The graphics are based on performance and indicate what an advertiser would have achieved with the same spend/cost across the two networks.

