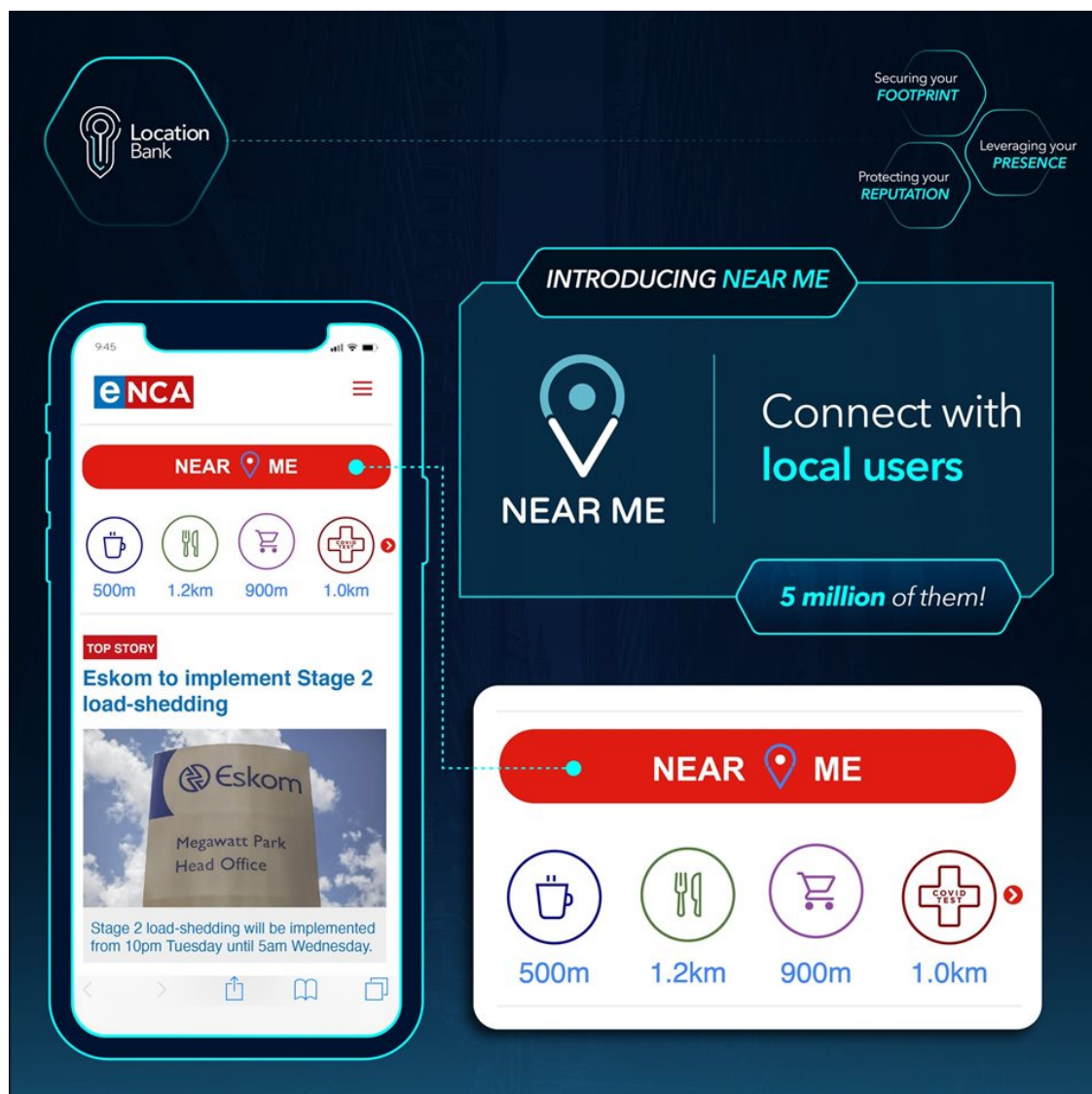


# Near Me: A new endpoint with millions of local users

Issued by [Location Bank](#)

24 Mar 2021



The infographic is set against a dark blue background with a faint world map. In the top left, the Location Bank logo is inside a hexagon. In the top right, three hexagons are arranged in a cluster, containing the text: 'Securing your FOOTPRINT', 'Protecting your REPUTATION', and 'Leveraging your PRESENCE'. The central focus is a large white box titled 'INTRODUCING NEAR ME' with a location pin icon and the text 'NEAR ME'. To the left of this box is a smartphone mockup displaying the eNCA app interface. The app shows a red 'NEAR ME' button at the top, followed by four circular icons representing different categories: a coffee cup (500m), a fork and knife (1.2km), a shopping cart (900m), and a COVID-19 cross (1.0km). Below these icons is a 'TOP STORY' section with a headline 'Eskom to implement Stage 2 load-shedding' and a photo of the Eskom Megawatt Park Head Office. To the right of the 'INTRODUCING NEAR ME' box is a smaller white box showing a zoomed-in view of the 'NEAR ME' button and the four category icons. A dashed line connects the 'NEAR ME' button in the app mockup to the zoomed-in view. At the bottom of the central white box, it says '5 million of them!'.

Location Bank clients benefit from an accurate, consistent presence across all digital endpoints, from Google to Uber, Facebook, Zomato and hundreds more. An innovative new endpoint is now on that list... Near Me.

Launched by Vicinity Media last year, 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.

To date, Near Me's local audience is a cool five million... and growing! The good news? Location Bank clients will now be published on this endpoint: something no other provider of professional digital location management can offer.



## How does Near Me work?

Recognising the value of Near Me, top publishers from *The Sowetan* to eNCA, Lockdown Bozza, Careers Portal and many more have already launched the microapp. Here's how it works...

1. The publisher's users are asked to share their location.
2. Near Me displays nearby products/services under categories represented visually using globally recognisable icons.
3. By clicking on a Near Me icon, users see a dropdown list of local stores/locations featuring the real-time distance and, for Location Bank clients, operating hours and a star rating too.
4. By clicking on a listing, users are taken to a landing page with more engagement options like navigate to store or share on WhatsApp.

13:56



AA

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A statement from the company noted the increase of 11.2 percent in repairs and maintenance costs to R3.7 billion due to the strategy to perform more planned maintenance.

NEAR ME



500m



1.2km



900m



1.0km



500m  
Motherland Coffee Dunkeld

OPEN NOW: 08:00 - 16:00

4.4 ★



800m  
Seattle Coffee Co.- Caltex Minty's Rosebank



1.1km  
Mugg & Bean Total Express



1.5km  
Seattle Coffee Co.- Hyde Park Corner

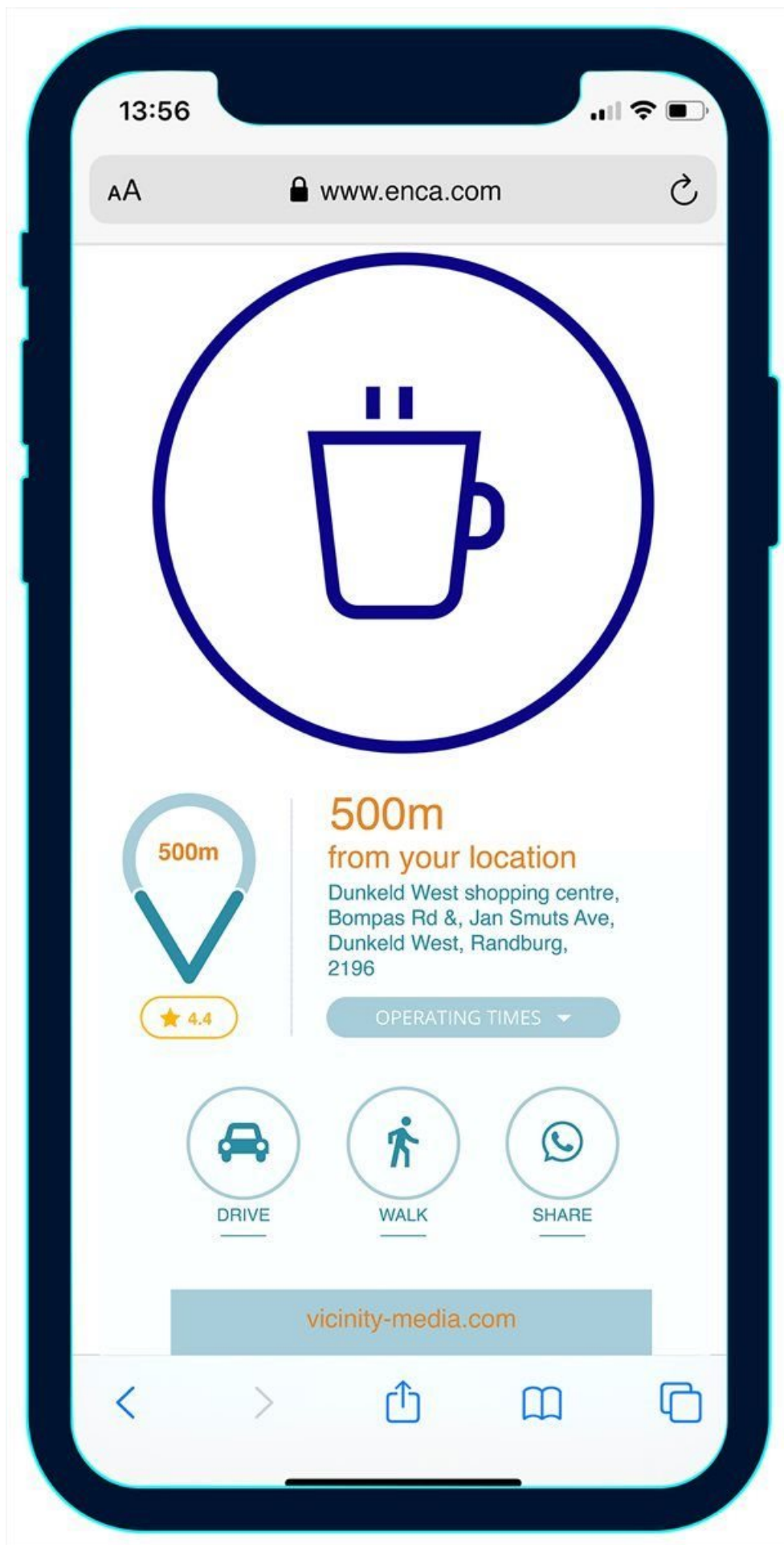
OPEN NOW: 08:00 - 16:00

3.9 ★

**Collapse**

CAPE TOWN – Eskom said on Tuesday that it was on a path to stability as it reported a 22 percent increase in profit, from R9.3 billion to R11.3 billion, on the back of an 8 percent improvement.

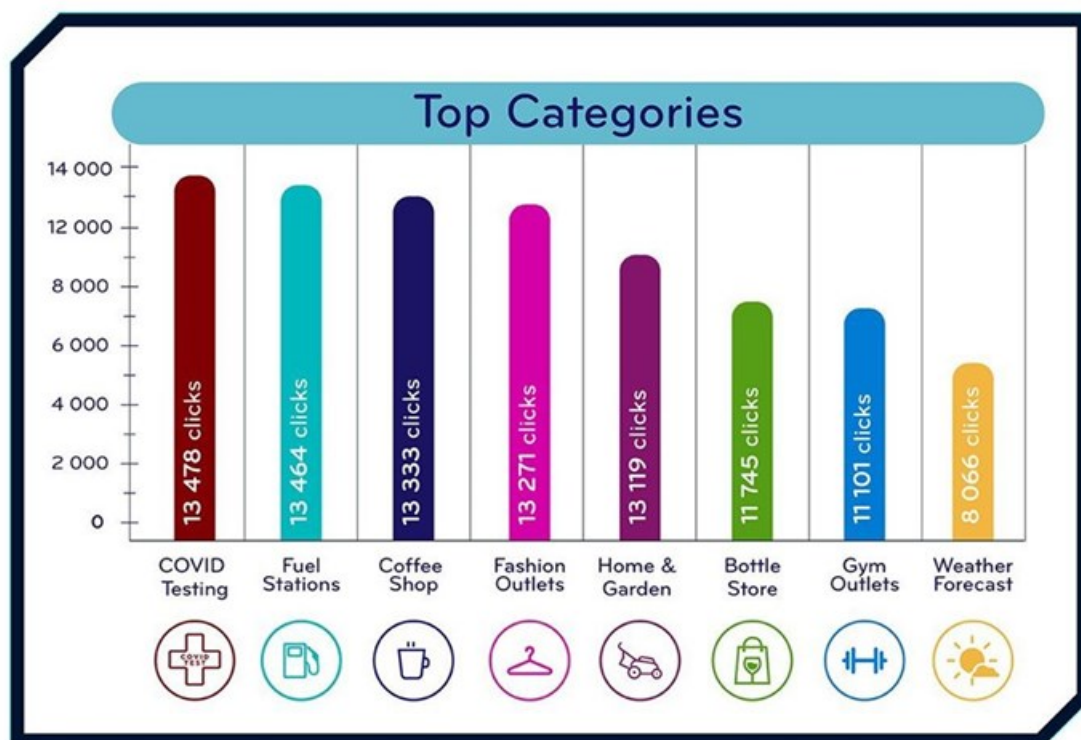




## Incredible results to date

In January 2021, Near Me got an amazing 135,654 user clicks across 16 categories on five top publisher sites. The graph

below lists the most clicked on categories.



## Near Me benefits

### Users can:

- Get local search results without typing their location.
- Stay on the publisher's platform and find a local product/service, without accessing another search engine.
- Get category-specific results without typing a search term.
- Access the most accurate, location-relevant weather forecast on mobile.
- Find new local businesses to support, effortlessly.

### Brands can:

- Connect with local users who have actual purchase intent in specific categories.
- Incentivise local users to visit nearby store locations by using real-time, distance-to-store messaging.
- Boost exposure by including enriched listing data like operating hours and a star rating (exclusive feature for Location Bank clients).

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<sup>\*</sup> Ready to be heard? Rate service delivery in your area - Your feedback matters! 10 Apr 2024

<sup>\*</sup> Reflecting on a year of remarkable milestones: Location Bank's 2023 journey 15 Feb 2024

" **Navigating the evolution of local search** 18 Jan 2024

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