

Vicinity: The Year in Data 2022

Issued by [Vicinity Media](#)

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As we navigate the challenges and opportunities that lie ahead in 2023... It's time to reflect on the **standout moments and achievements made in 2022.**



From the **collection of billions of data points, 473 million impressions served with 100% accuracy, to the successful launch of DealFeed and the Vicinity Analytics Website Tag**, 2022 was a year of tremendous growth and accomplishment for Vicinity Media.

Click below to see our 'The Year In Data' one-pager highlights from the past year.

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- " **Meet the contenders: Introducing the official teams for the Vicinity Media Padel League!** 18 Mar 2024
- " **Vicinity: The Year in Data 2023** 20 Feb 2024
- " **Is your targeting as accurate as ours? Smash the competition in the Vicinity Media Padel League!** 19 Feb 2024
- " **The power of 1st party data in omnichannel strategy and measurement** 28 Sep 2023
- " **The biggest opportunities that mobile data and location technology offer the OOH and digital OOH industry** 30 Jun 2023



Vicinity Media

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