

Vicinity Media enters a partnership with Location Sciences

Location Sciences and Vicinity Media have entered a partnership. Vicinity will run verification on all its location impressions as part of the partnership.

Vicinity Media initially implemented Verify, Location Sciences' proprietary location verification platform, to carry out an independent audit of its location data. To maintain this standard and provide full transparency to brands over the use of location data in their targeted advertising campaigns, Verify will now be "always-on" for Vicinity Media's clients.

For more, visit: <https://www.bizcommunity.com>