

# VICINITY'S NEAR ME MICROAPP JANUARY ENGAGEMENT REPORT

**135 654 user clicks** across  
**16 categories** on **5 publisher sites**

Users are embracing Near Me's convenience: **quick, intuitive local search**; no need to leave the site, or type in a location/search term.

## Top Categories



**COVID Testing** near me topped searches, as SA had just gone into the second wave of COVID-19 infections.



Lockdown restrictions allowed people to return to their offices, accounting for the rise in nearby **Fuel Station** searches.



## Home & Garden Stores

With lockdown keeping many at home, searches for nearby Home & Garden stores rose. Clearly, we're making the most of spaces we're spending the bulk of our time in.



## Fashion Outlets & Gyms

Fashion outlets & Gyms near me trended in January, with many people wanting to get back in shape and look their best.



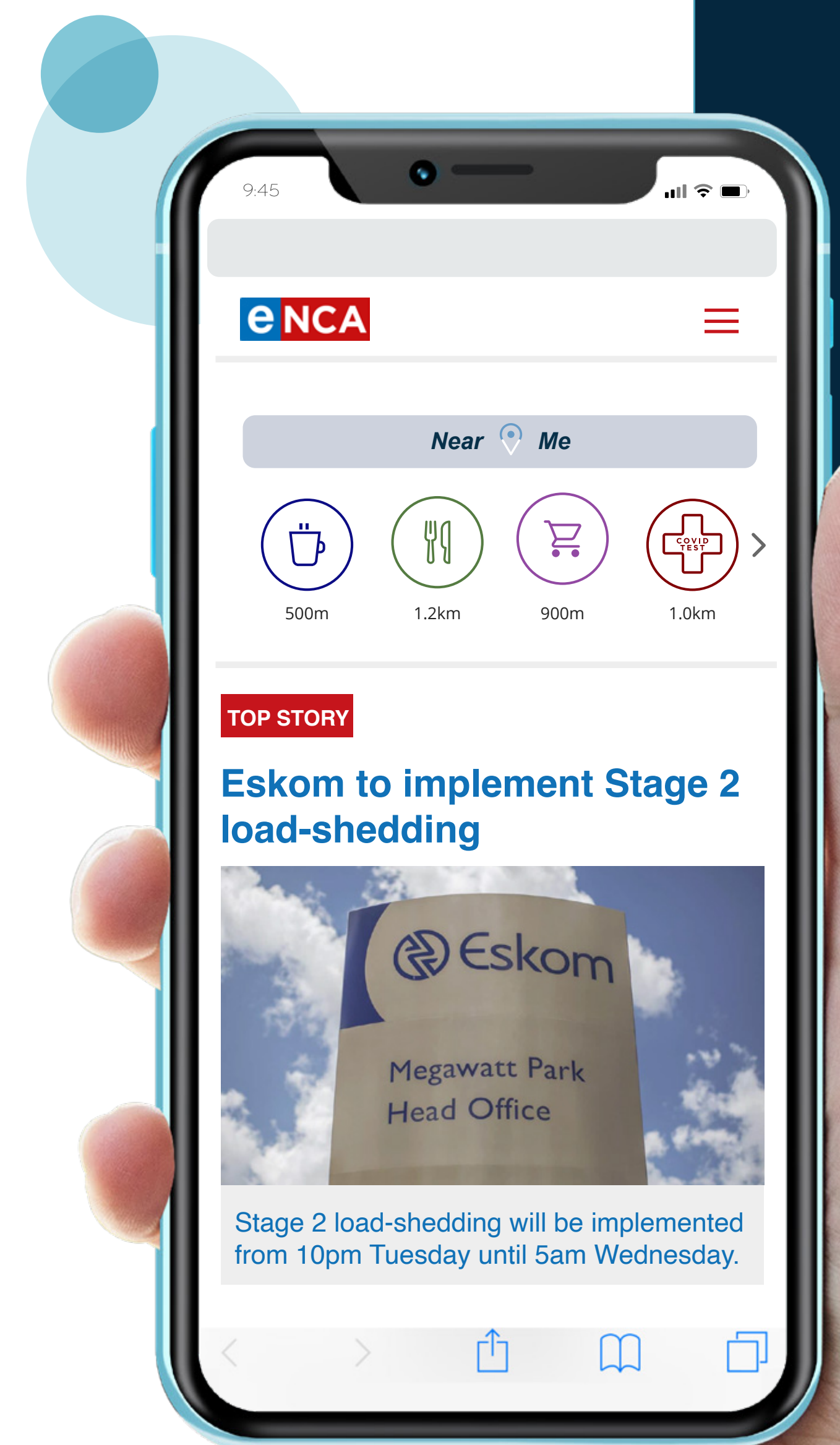
**Coffee Shop** near me searches trended, attributed to the earlier curfew & alcohol ban, resulting in more visits to day-time social venues.



**Bottle Store** remained popular, with patrons possibly seeking updates on when these would reopen for business.



**Weather** near me searches grew, too, underlying the drive to keep social meetings outdoors.



NEAR ME