

The Challenge

Dealfish is a free, user-friendly online classifieds site for local communities. The mobile site provides users with a simple and convenient way to buy, sell, rent and find products and services as part of a like-minded community. Because of our expertise and local knowledge, Dealfish engaged InMobi to help drive registrations and raise awareness in Kenya.

The Solution

Text and display banner ads were created and a broad selection of handsets were targeted. The campaign significantly raised brand awareness for Dealfish. The site is now one of the most visited web sites in Kenya. It's received over 28,000 listings in 6 months. Monthly traffic is now reaching hundreds of thousands of unique visitors, as well as millions of page impressions.

The Results

Moses Kemibaro, Kenya Country Manager for Dealfish says, "InMobi's reach and knowledge of the local market is unmatched. We have seen results that are very encouraging in Kenya and intend to continue using InMobi in the long-term for the rest of the region as we expand into Uganda and Tanzania."

Dealfish succeeds in becoming a top local site in Kenya through Mobile advertising with InMobi

Objective	Drive registration
Target	Mobile internet users
Solution	Text and display ads
Platform	Feature phones and smartphones
Results	Most visited site in Kenya



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Moses Kemibaro, Kenya Country Manager, Dealfish