

Objective

Build traffic

Target

Consumers from specific African countries between 18 and 34 years old

Solution

Static banners

Platform

All

Results

Successfully launched in 9 countries

Umuntu Media launches in 9 countries with the help of InMobi



“The campaign gave us the required traction and traffic we needed to successfully launch in 9 countries, we continue to include InMobi in all our marketing strategies and rely heavily on them to gain audience eyeballs to our portals.

Jaco Liebenberg,
Operations Manager, Umuntu Media

The Challenge

“Africa has over a billion people. But with just one registered domain per 10 000 people, it is a continent desperate for local content. Umuntu Media is bridging that gap, delivering local content on World-class platforms across Africa”, says Jaco Liebenberg, Operations Manager at Umuntu Media.

As a publisher, Umuntu Media's revenue is sourced from advertising sales and in order to sell the media space on their portals there needs to be a considerable number of users visiting their portals.

As such, each time Umuntu Media launch in a new country, they run an advertising campaign to create an audience on a Facebook page to create awareness. Once the audience is large enough, the country portal is launched, and the advertising campaign is changed to drive users directly to the country portal.

The Solution

Due to the lack of local content in Africa, and the lack of fixed line Internet connections, many African's visit International publishers portals on their mobile phones. As the largest independent mobile advertising network, InMobi has partnered with publishers around the World to help them monetise their content.

InMobi's targeting capabilities allowed Umuntu Media to directly target these users.

The creative used was made up of simple static banner's, as the majority of devices in Africa are Feature phones.

The mobile advertising campaign that ran on InMobi's network was augmented with a Facebook and Google AdWords campaign.

The Results

Says Liebenberg, "the campaign gave us the required traction and traffic we needed to successfully launch in 9 countries, we continue to include InMobi in all our marketing strategies and rely heavily on them to gain audience eyeballs to our portals".

Umuntu Media now delivers daily local content to Zambia, Tanzania, Zimbabwe, Botswana, Angola, Namibia, Rwanda, Mozambique, and Uganda.

On average the Umuntu Media campaigns delivered over 643 000 daily impressions, with an average click through ratio of 0.34%. The click through rate was higher on creative driving traffic to the portals than it was to Facebook, showing the interest and need for locally relevant content.

Please download this case study here:

<http://www.inmobi.com/advertiser/case-studies-adv/>

For more information:

africa@inmobi.com

Zambia: www.izambia.co.zm

Tanzania: www.itanzania.co.tz

Zimbabwe: www.ikenyaonline.co.ke

Botswana: www.ibotswana.co.bw

Angola: www.iangola.co.ao

Namibia: www.inamibia.co.na

Rwanda: www.irwanda.rw

Mozambique: www.imoambique.co.mz

Uganda: www.iuganda.ug