

It's Time for Africa!



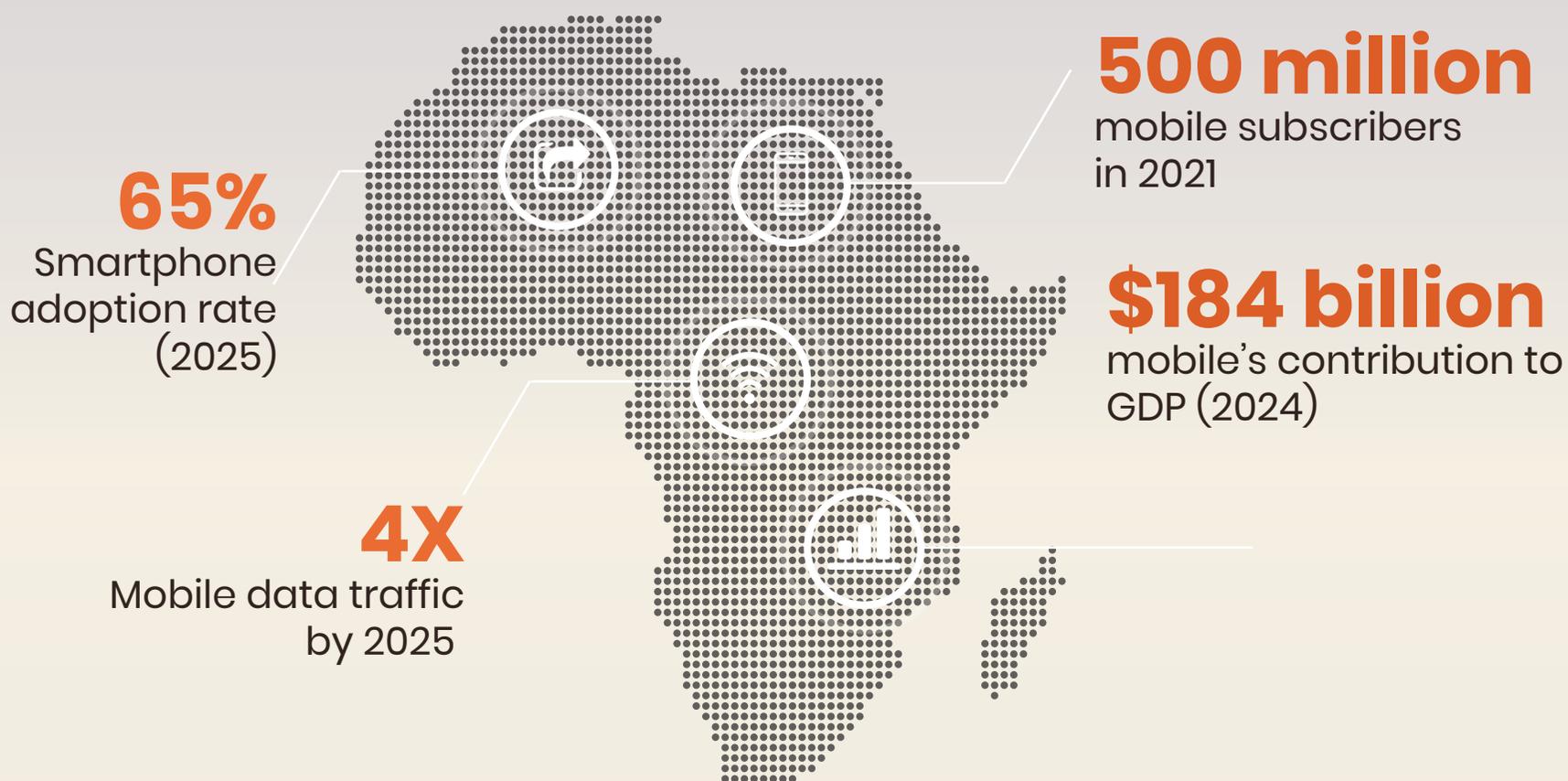
Mobile marketing landscape
in Africa



It's Time for Africa!

The Mobile Marketing Landscape in Africa

Sub-Saharan Africa is the world's fastest-growing region:



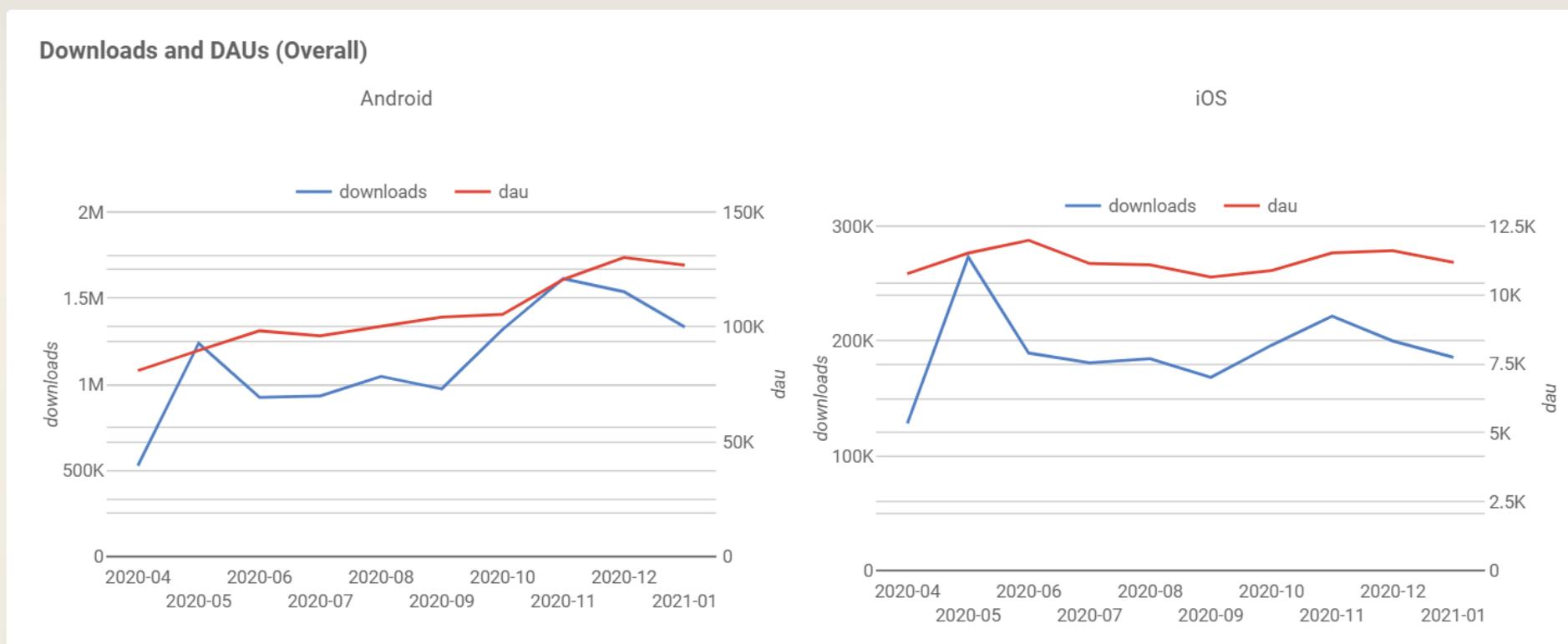
Dominant App Categories and Players

SECTOR	GLOBAL PLAYERS	LOCAL PLAYERS
Food	Ubereats, Deliveroo	Mr. D, Jumia Food, Talabat, Elmenus
FinTech	Binance, Luno, Coinbase	22SEVEN, Pineapple, Luno, PayStack, OneFi, Tulaa, Lendable, Flutterwave, Palmfinance, Branch, Moneyfellows
EduTech	Elevate, Duolingo, Udemmy	Snapplify, Noonacademy
Entertainment	Tiktok	Boomplay Music
Travel	Uber, Bolt, Booking.com	Travelstart, Halan, swvl, Flapp - Book cheap flights, Little - By Craft Silicon, Flyin
eCommerce	Shein, Wish, DH gate	Jumia, Konga, Takealot, Dsquares, Jiji Nigeri, Killimall

Top Apps Download and Engagement Pattern

From the categories mentioned above, we mapped the top apps and their engagement across key markets in Africa (Egypt, Nigeria, Kenya, and South Africa). Using data from Apptopia, we observe the below trends for overall downloads and engagement from April 2020 to Jan 2021.

With the DAU levels consistent, it is suggested that African mobile app users tend to stick around to the apps and this presents advertisers interesting opportunities to continue to invest in high-LTV users at the growth phase of scaling their app. Advanced targeting techniques through programmatic channels not only opens up scaling opportunities to acquire users, but also presents opportunities to run highly optimized campaigns that focus on conversions.



Highly scalable performance campaigns to focus on transactions and conversions

Continue engaging existing users with a strong score in frequency and monetary value across social, paid and owned media



- Focus on acquiring high-LTV users. Popular channels Facebook, Google. Explore direct or programmatic channels for premium inventory and transparency. Engage with OEMs to find relevant app recommendations
- Scale brand and performance campaigns to acquire more users
- Try a mix of channels via unified platform to gain insights into best performing mix
- Build up retention campaigns across channels to drive transactions
- Continue engaging existing users with a strong score in frequency and monetary value across social, paid and owned media

Why Advertisers in Africa Need a **Unified** Platform for Mobile UA



Target With Better Precision

Get more accurate results for your campaigns by using specific insights derived for behavioral segments and cohorts.



Quickly Identify Trends

Be the first one to spot important correlations hidden in piles of data. Rely on our trend reports to influence your product strategy.



Personalize Your Services

Improve the engagement of your App by identifying the most valuable users and reach out to them using personalized messages.



Drive Greater Conversions

Make intelligent decisions by narrowing down on those events which will most likely lead to easy conversions.



KPI-Based Optimization

Leverage on our tailor-made services to suit your marketing efforts. Make use of Custom Cohorts to optimize your campaigns based on predefined KPIs.



Map User Behaviour

Map your users by understanding their in-app usage behaviour. Starting from activity details to purchase history, keep track of everything.