

Facebook, Instagram marketing partner launches in sub-Saharan Africa

StitcherAds, a global Facebook and Instagram marketing partner, has launched its services in the sub-Saharan Africa region.



With mobile penetration very high in African countries, Facebook is expected to become much more relevant for direct response advertising given its unique cross-device strengths and therefore Africa represents a significant opportunity for StitcherAds.

Its cross-channel, dynamic ad platform works with retail, e-comm, online travel agencies and advertisers to scale prospecting, retargeting, upselling and cross selling across Facebook and Instagram. StitcherAds was the first Facebook marketing partner to launch via the API dynamic product ads, dynamic ads for prospecting, dynamic ads for travel across hotels, airline and cruise liners and the company continues to break new ground in direct response with Facebook, Instagram and other social platforms.

Declan Kennedy, CEO, StitcherAds comments, "...I would say that we have reached a tipping point in Africa where mobile is the go-to device. As a result we expect to see a shift from Google spend and traditional offline advertising towards Facebook advertising in the near future."

StitcherAds already operates in both the UK and US. Some of its customers include Celebrity Cruises, Hotels.com, Travelzoo, HomeAway, Made.com, Farfetch and eBags. As the company expands its presence in Africa, it has backing with a number of VCs including Investec Ventures that already has a large presence in the region.

For more information, go to www.stitcherads.com.