

AdFu partners with Yookos to reach into Africa

AdFu, the audience and display inventory network of sites owned by Kagiso Media, has extended its reach into the African online market by adding the Africa-born social network, Yookos, to its portfolio. This adds even more inventory to AdFu's African value proposition while also helping Yookos to drive revenue growth by maximising inventory yield.

Under terms of the three-year deal between Yookos and Kagiso New Media, Yookos will enjoy exclusive sales representation throughout Africa through AdFu's in-house sales team as well as access to AdFu's ad-ops team and operational, analytics and ad-serving platforms. The two companies will also co-operate on the content sharing front.

AdFu adds Yookos to an African network that already includes a range of premium online publishers such as Nation Media, Sky News, Sky Sports, and the Teamtalk family of sites, which includes Cricket 365, Sporting Life, Football 365, Golf 365, Football 411, Planet F1 and Planet Rugby.

Says Attila Bernariusz, divisional head of Kagiso Digital "This partnership means that AdFu's reach now extends to 2.4 million unique browsers - 1.34 million of them located in Africa - and 120 million ad impressions per month, excluding mobile. This means we have a unique value proposition for buyers looking to reach premium audiences in Africa through news, sport and social engagements."

Yookos offers exceptionally strong coverage of the fast-growing Nigerian and Kenyan markets, with users representing the full LSM spectrum. The audience is 30% made up of high LSM users earning more than R20,000 a month and 83% of its users are the main or joint decision-maker in the home.

"Through Yookos and our other African partnerships, we can offer clients consolidated network buys with access to sizable African audiences," says Bernariusz. "We have sales packages at various CPM levels and targeting options to suit any advertiser's budget, with options including standard display and rich media banner advertising as well as sponsorships, page takeovers and branded content opportunities."

Kagiso Digital launched the AdFu ad network last year to offer a range of powerful opportunities within vertical markets to advertisers and niche publishers. Since then, the platform has enjoyed strong growth and disrupted the online advertising space through the combination of targeted buys with highly engaged audiences and mass reach.