

DQ&A Media Group offers performance media buying solution in South Africa

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DQ&A Media Group is proud to announce that their proprietary Agency Trading Desk Offering (ATD) is in place in South Africa. After successfully serving clients in Europe for the last twelve years this was a logical next step for the international operating digital marketing company. With the rise of ad exchanges and sell side platforms, there is an increasing demand for transparent programmatic media buying solutions for advertisers.

After the completion of a six month migration period from the company's headquarters in the Netherlands to the operational hub of DQ&A Media Group in Cape Town, South Africa, the company now has a local, centralised and experienced trading team in place. With this transition in place DQ&A Media Group will be able to help clients across the globe with all aspects of their performance digital marketing campaigns. With the year on year growth for programmatic trading of inventory between media buyers and publishers, automated trading is the rising star of online media ad spends.

The DQ&A Media Group trading Desk is currently executing media buys in eight countries such as Spain, Italy, The Netherlands, The United States, Brazil, Switzerland, Germany and South Africa. From the Cape Town office key buy side consultants are positioned in every market to help advertisers with their specific marketing needs. Our trading desk has specialists working with digital media buying for years now. To help advertisers to reach their KPI's we have access to many different inventory sources and are independent in the use of these resources. Greater transparency and performance in media buying across ad exchanges is the result. Targeting combines audience and contextual data to reach the right audience at the right time. Our goal is to enable true cross-channel buying for advertisers. As an independent Trading Desk DQ&A Media Group uses a strategic mix of Demand Side Platforms. Using these inventory sources there is direct access to video, mobile and in-app inventory to make the best targeted media buys. Our media buying specialists have over 12 years of experience working with several DSP's, DoubleClick systems and products.

Michael Ossendrijver, product and business development director at DQ&A, says: "Data has forced media agencies into a completely different way of thinking in how media is bought, how it is valued, sold and ultimately how it is analysed."

Tasmin Kingma, head of international advertisers, further explains the ambitions of DQ&A:

"Transparency in the digital media marketplace is very important to DQ&A Media Group as this is the only way in which we can ensure true performance for our clients. Working on different models suiting the different needs of the advertiser is needed to do this and this is something we try to accommodate as much as possible."

"We help clients understand the ecosystem better as we also have experience with re-targeting, attribution and conversion management as well as experience on the Sell Side of the business with Private Exchanges"

"It is a very exciting time for us as DQ&A feel there's a lot of opportunity in Sub Saharan Africa as the online landscape is innovating at a really rapid pace and we feel that programmatic trading can only grow from here."

About DQ&A Media Group

DQ&A Media Group is an international display advertising company, specialising in real-time performance marketing and technology services using a data driven approach. As a Group of over 100 specialized marketing experts we deliver real-time performance by enabling, executing, analysing and optimising online marketing for publishers and advertisers in multiple languages.

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