

GfK becomes newest member of IAB South Africa

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German-owned global research giant, GfK, joins IAB South Africa in support of the local digital industry

From next week, GfK becomes the newest member of IAB South Africa, having been approved by the IAB board. This membership demonstrates GfK's commitment to supporting the local digital industry body as a globally recognised provider of digital research and audience measurement.

Alan Morrissey, head of digital market intelligence in GfK South Africa, comments, "By joining the IAB South Africa, GfK is publically showing its support of the key industry body for digital media. Digital media is now a mainstream channel for brand advertising and it is important for companies like GfK to assist the industry in delivering best practices for digital market intelligence, audience measurement and research. We look forward to helping the digital industry grow in South Africa and bring digital ad spend up to where it should be."

GfK has launched a suite of digital services to support South African brands, publishers and agencies in understanding their audiences and effectiveness across all digital channels. These include tracking the mobile user journey (LeoTrace Nurago), social media intelligence and analysis, qualitative online communities (Opinion Planet & Sociolog), and local polling via an African-specific online access panel (AfriPanel).

For more information on GfK's full research offering, please watch the [GfK video](#) or visit www.gfk.com or follow GfK on Twitter: <https://twitter.com/GfK>

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