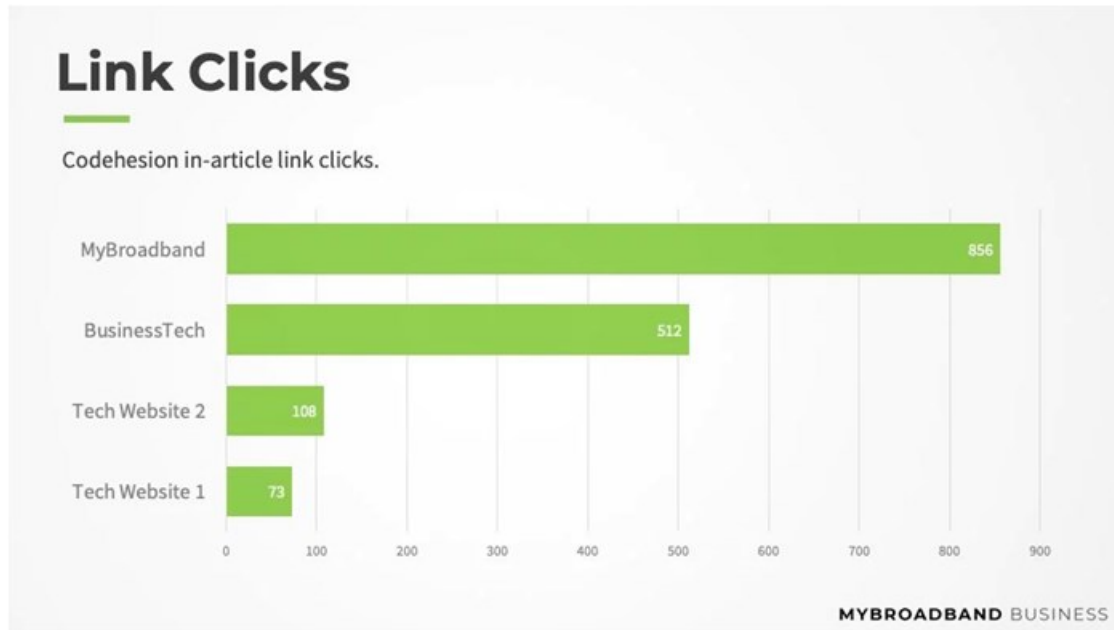


MyBroadband - Where ICT business decisions are made

Issued by [Broad Media](#)

3 Dec 2019

MyBroadband is the online platform of choice for South Africa's ICT decision makers - and has a significant influence on their business and personal purchasing decisions.



Over 1.4 million ICT decision makers visit MyBroadband every month to read the latest news, find out more about industry trends, and learn about the latest products and services.

According to readership surveys, these decision makers directly advise the companies they work for on which broadband, telecoms, and IT products to buy.

MyBroadband's events are equally well attended by the country's top ICT executives, managers, and professionals.

It is for this reason that companies such as MTN, Vodacom, Liquid Telecom, Huawei, SqwidNet, DFA, Afrihost, Vox, and Axiz regularly exhibit – as business decisions are made by delegates in attendance.

Proof is in the success

The proof that MyBroadband is the best place to be for ICT companies can be found in the success our advertising partners experience.

A 2019 case study focusing on [Codehesion](#) – a leading software development company which advertises on MyBroadband – clearly illustrates this.

Codehesion has acquired several high-profile clients and development projects through a sustained advertising campaign on MyBroadband.

MyBroadband has also assisted Codehesion with hiring new developers, and our recruitment package saw 650 developers apply to work at Codehesion.

The acquisition of new clients was driven through [sponsored articles](#) on MyBroadband, all of which detailed how

Codehesion can help local companies develop their own Android and iOS apps, and business websites, quickly and affordably.

Crucially, the Codehesion articles all contained a call-to-action link – which took interested readers to Codehesion’s “Contact Us” web page.

The graph below shows how many unique readers clicked on the call-to-action link in one of Codehesion’s sponsored articles.

For comparison purposes, the article was also published on MyBroadband’s sister website BusinessTech, and the two next-most-popular local tech news websites.

As the graph shows, MyBroadband delivered superior results – with interested readers ultimately becoming new clients of Codehesion.

- **How to get your executives on South Africa’s hottest investment video podcast** 16 May 2024
- **Sponsored articles on MyBroadband - The best way to build trust in your business** 9 May 2024
- **Business Talk with Michael Avery - South Africa’s leading business podcast** 2 May 2024
- **Reach South African investors and high-net-worth individuals on their smartphones** 24 Apr 2024
- **How a top 5G provider rapidly grew its subscriber base in South Africa** 18 Apr 2024

[Broad Media](#)

BROADMEDIA

Broad Media is South Africa's leading independent online media company. Broad Media owns South Africa's largest business and technology publications - BusinessTech and MyBroadband, as well as motoring website TopAuto.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>