

# Telkom Mobile runs successful campaign with its Mxit app

Making use of Mxit's various advertising media, Telkom Mobile effectively unseated Cell C as the top mobile brand on the popular South African mobile social network, while attracting an additional 168,806 new users to its app environment. 8ta recently updated its existing Mxit app to align with its rebranding to Telkom Mobile.



## Mobile advertising increasing

Andrew Kramer, Mxit head of sales comments, "With more than twice as many cellphones as there are TV sets in South Africa and around 4.6 times more households with a cellphone than a computer, mobile advertising is an increasingly sought-after channel for blue chip clients to reach millions of consumers. Telkom has previously experienced great success through our branded app feature, the latest campaign numbers again confirm its efficacy as an advertising channel."

During the campaign, branded Telkom Mobile Mxit banners displayed in various apps on the Mxit platform over four days and received a total of 1 million impressions and 3,451 clicks. The branded splash screens were delivered to 3.8 million targeted users over 7 days, resulting in 287,763 clicks. Telkom Mobile TradePost Messages - a text message delivered to a user's TradePost on Mxit - were delivered to targeted users for four days. Users could add the app by clicking on hyperlinked text within the TradePost message.

Once registered to the app, Mxit users received access to product details, weekly deals and general information about the Telkom Mobile brand.

## Expanding users

With 318,904 registered users on the Telkom Mobile app at the end of June 2013, its community grew by 168,806, to 487,710 active users by the end of December.

"Although Mxit is a full-scale mobile social network, it offers users compressed push messaging technology and data-light apps which use less bandwidth than regular Internet browsing. A rich Internet experience that would normally cost hundreds of Rands in data for multiple hours online, Mxit users are able to access at a fraction of the cost. The synergy between Mxit's user affordability and the Telkom Mobile offering made for a great campaign," concludes Kramer.

For more information, go to <http://get.mxit.com/advertise>.