

Howzit MSN, Ad Dynamo partner to extend reach in Nigeria

[Howzit MSN](#) has partnered with [Ad Dynamo](#) to monetise its growing traffic in Nigeria, following the extension of its brand from South Africa into the rest of sub-Saharan Africa.

The two companies will be working together to sell premium advertising inventory that reaches Howzit MSN users in Nigeria to brands looking to address the country's consumer market. Benefits of advertising in Nigeria using this platform will include a transparent, cost-effective and measurable way of reaching this market.

AD:DYNAMO

Ad Dynamo uses its contextual advertising platform, reportedly serving more than a billion ads per month across over 28 000 websites, to target users with display advertising that benefits brands. The South African ad-serving company has an extensive footprint in Africa, which made it a natural choice as a partner for Howzit MSN.



Howzit MSN, owned by Kagiso New Media, is the official South African partner for Microsoft's MSN. The brand is quickly establishing itself with a major presence in the African digital publishing space and now reaches English-speaking readers and advertisers across the continent. Microsoft is redirecting African traffic from its global MSN property to the Howzit MSN African channel (african.howzit.msn.com), allowing users to find localised content across topics such as business, local and international news, travel, lifestyle and technology.

Since launching a dedicated African channel earlier this year, the portal has amassed more than 1 million unique users and northwards of 18 million page views across the continent outside of South Africa. A substantial portion of the user base comes from Nigeria with a healthy portion from Kenya.

Says Marcus Stephens, general manager at Howzit MSN, "Since launching our African channel, we have found a thirst for local content among users in East and West Africa, as well as other parts of the continent. As pleased as we are with the first year's growth, we are only just getting started.

"With 46 million internet users in Nigeria and 10 million in Kenya - numbers that are growing all the time - there is huge potential to expand in Africa and to provide a platform for brands that want to market their products and services to the continent's fast-growing middle-class. We are looking forward to growing this footprint with Ad Dynamo in the months to come."

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