

Exponential Interactive launches mobile and tablet solution, Appsnack, in South Africa

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Increased smartphone penetration offers significant mobile brand advertising opportunities

Exponential Interactive, the global provider of advertising intelligence and digital media solutions, today announced the launch of Appsnack, its mobile and tablet engagement division, in South Africa.

Appsnack helps brands and their agencies build rich, engaging, app-like creative experiences that reach audiences at scale across mobile and tablet regardless of the operating system, carrier or device. The launch means that Exponential's growing client base in South Africa can now leverage all four of Exponential's engagement divisions, to deliver display (Tribal Fusion), video (Adotube and Firefly Video) and mobile (Appsnack) advertising campaigns to highly targeted South African audiences.

David Barnard, country manager South Africa, Exponential, commented: "The increased penetration of smartphones and tablet devices in South Africa means there are new and significant opportunities for brands to connect with consumers via creative and intuitive mobile advertising solutions."

He continued: "The online advertising and marketing landscape in South Africa is rapidly evolving and Exponential is now ideally placed to help marketers connect with their desired consumer base, across all devices and mediums. Not only will we be offering standard IAB formats but also rich media custom built brand experiences which our clients are seeking to stand out from the clutter. User attention, viewability and dwell time will become key performance metrics for mobile advertising in 2015 and Appsnack is perfectly positioned to deliver on this."

According to PricewaterhouseCoopers' (PwC's) South African Entertainment and Media Outlook: 2014 to 2018, South Africa's mobile internet access revenues will "far outpace" those from fixed broadband in growth and overall size in the years leading up to 2018 as smartphone penetration gathers pace. The report indicates that revenue from mobile broadband will reach a figure of around R61.2 billion in 2018 as the influx of low-cost smartphones and affordable data prices has expedited growth. This is expanding creative opportunities for mobile brand advertising and driving associated mobile advertising revenue, which is expected to reach around R1.2bn in 2018.

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