

365 Digital signs first Adtech client in Kenya

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Nairobi-based Business Daily Africa has signed an exclusive agreement with 365 Digital in Cape Town to employ the Adtech Helios IQ ad serving technology to deliver their online ad campaigns. 365's traffic team will handle the online campaign management and implementation.



With the number of Kenyan Internet users having tripled in the past year, Kenya is fast proving itself as an attractive emerging market for online advertisers. By choosing the Adtech Helios IQ ad server to deliver its online advertising campaigns, Business Daily Africa have aligned themselves with the leading online publishers in Europe. Cape Town-based 365 Digital hold the exclusive Adtech license throughout Southern Africa and have been trafficking online advertising campaigns for numerous local and international publishers for over four years. "We are extremely pleased to play a role in the growth and development of the online advertising industry in Kenya and look forward to distributing Adtech's ad serving technology to more online publishers throughout Africa in the months to come," said Jade O'Brien, Head of Traffic 365 Digital.

A division of Nation Group Media and sister to the Business Daily print newspaper, the Business Daily Africa website www.bdafrica.com seeks to serve investors and businesses with an interest in the East African region. Unlike its printed sister publication Business Daily, the Business Daily Africa website offers added appeal to advertisers through the opportunity for precise user targeting and more detailed, accurate campaign reporting. Thanks to Adtech's geo-targeting capabilities, advertisers are able to target users within a specified region essentially opening up the site to advertisers throughout the world. In addition to local Kenyan users a significant amount of users from the United States, United Kingdom and South Africa are anticipated.

365 Digital in Cape Town is a leading supplier of trafficking solutions, both in terms of technology and in campaign management and implementation, counting as clients the likes of Sky, Emap (both UK) and iafrica.com in South Africa to name a few.

If you'd like more information about the Adtech Helios IQ ad server or trafficking services for your website contact Nikki Cockcroft, CEO 365 Digital

To advertise on Business Daily Africa please contact Margaret Roestorf consulting commercial manager for Business Daily newspaper and Business Daily Africa online.