

Performance marketing with Adclick Africa

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At Adclick Africa, we are obsessed with results. We believe that advertising is about meeting the campaign objectives of our clients. This mindset has enabled us to consistently deliver on our value promise and we have helped brands like MTN, Standard Bank, Telkom, Unilever, Lexus, Land Rover and Durex to penetrate not only the South African market but the rest of Africa as well.

We are cognisant of the fact that hype cannot crack the code in matching marketing goals with tangible results. Therefore, our operations include seamlessly planning, buying and optimising media campaigns. In order to achieve this, we utilise best of breed ad serving technology with advanced targeting options. By doing this, we enable brands to reach their target audience at the right moment and in the right context. Being solution oriented, we go the extra mile in making sure that our campaigns are aligned to business goals and we provide detailed reports in real-time or on demand.

Our proven data-driven approach is underpinned by hard boiled digital marketing strategies relevant for all industry verticals. The tactical execution of our campaigns is done via high impact ad formats that enjoy high click-through rate, conversions and are 100% viewable. Live video demos of our ad formats can be viewed on the [Adclick Africa TV channel](#).

Also by leveraging an analytics-based approach to media, we ensure efficiency and continuous optimisation. Our focus is solely on our client's ROI. Our complete campaign development and execution which is done from the ground up covers planning, campaign audit, market and competitive research and audience profiling. We utilise an integrated marketing, omni-channel approach to reach the customers across all touch points.

We love Africa and believe in its limitless potential. We can confidently say that we have an indepth understanding of the various demographic, cultural and consumer behavior nuances for such distinct markets on the continent. We know the types of ad formats that work for each market and this ensures that our clients' can maximise on their budgets without losing unnecessarily in ill-conceived campaigns.

Our core services include:

- Strategy
- Market and competitive research
- Campaign execution and management
- Campaign audit
- Planning and Buying
- Real-time reporting and analytics
- Multi-channel integration

For more information contact us on 011 704 2641 or email info@adclickafrica.com

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Addclick Africa



Addclick Africa is a performance digital marketing agency that drives results, increases lead generation, enhances your brand awareness and delivers ROI to organisations.

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