Classified sites proves popular in emerging markets

Classifieds platform for emerging markets, Saltside Technologies, states that its current classified sites, Tonaton.com in Ghana, Bikroy.com in Bangladesh, and Ikman.lk in Sri Lanka, have reported listings are growing at 300 % a year.

Tonaton.com
Free Classifieds in Ghana

According to the company, the sites are drawing in millions of views a month in a period where the vast majority of people are coming online for the first time primarily through low cost internet access on mobile phones.

In Ghana, Google reportedly decided to discontinue its classified service as a result of Saltside's growth and efficiency, making Tonaton.com the biggest classified site in all categories.

Tonaton.com enables local fashion designers to expand their businesses, giving them a bigger platform to showcase their craft to Ghana's growing middle class.

Providing online infrastructure

Founded by former Skype employees, Saltside aims to provide vital online infrastructure for emerging markets across Africa and Asia, in local languages and has grown a team of over 200 - 85% of which are located in Ghana, Bangladesh or Sri Lanka.

Nils Hammar, Chief Executive Officer of Saltside Technologies, said, "Our mission is to create a safe, large and efficient marketplace for millions of people to make deals who could not previously access them. We've witnessed first-hand how powerful efficient markets are in improving ordinary people's lives. We want to support and foster the naturally entrepreneurial attitude which is prevalent in these markets."

"The combined value of online advertising in Africa and The Middle East is expected to reach $2.8bn by 2016, and in Asia that figure is expected to hit by 2016. Yet, far too many countries in these incredibly dynamic markets are overlooked, including those with the most growth potential like Ghana, Bangladesh, Sri Lanka and many others.

"At Saltside, our goal is to be the forefront of enabling those markets to get online and access buyers and sellers from across their country, as well as locally," added Hammar.