

Advertiser Case Study



vodacom

South Africa's largest telco Vodacom uses BuzzCity to increase subscribers through mobile display advertising

Campaign Summary

- **Client:** Vodacom
- **Agency:** Various
- **Country:** South Africa
- **Ad Format:** Display Banners

Objective...

BuzzCity's inventory has always been dominated by Vodacom users. However in the past 5 months, through aggressive data package offers by Vodacom's competitors this has not been the case.

Solution...

BuzzCity targeted Vodacom with an aggressive marketing strategy to increase their Vodacom users on the network.

Results...

In the last 2 months Vodacom has grown its user base on BuzzCity by 8%. This continues to grow as Vodacom strategically targets users on the BuzzCity network.

Campaign Targeting

- **Channels:** Brand safe channels
- **Operating System:** Various
- **Telco:** All

Performance

- **Impressions:** 645 454 052
- **Clicks:** 1 117 902

