



**@yoba**  
For Business

**You X ayoba**  
**Grow your business**



# Meet ayoba

The All-in-One-App where you can call, chat, play, listen, learn and more

Join a community who enjoy free access to all of this!

Enjoy sponsored data for MTN users\*

\*in participating territories including South Africa, Nigeria, Ghana, Cameroon, Uganda, Rwanda and more

But remember - ayoba is available on all networks

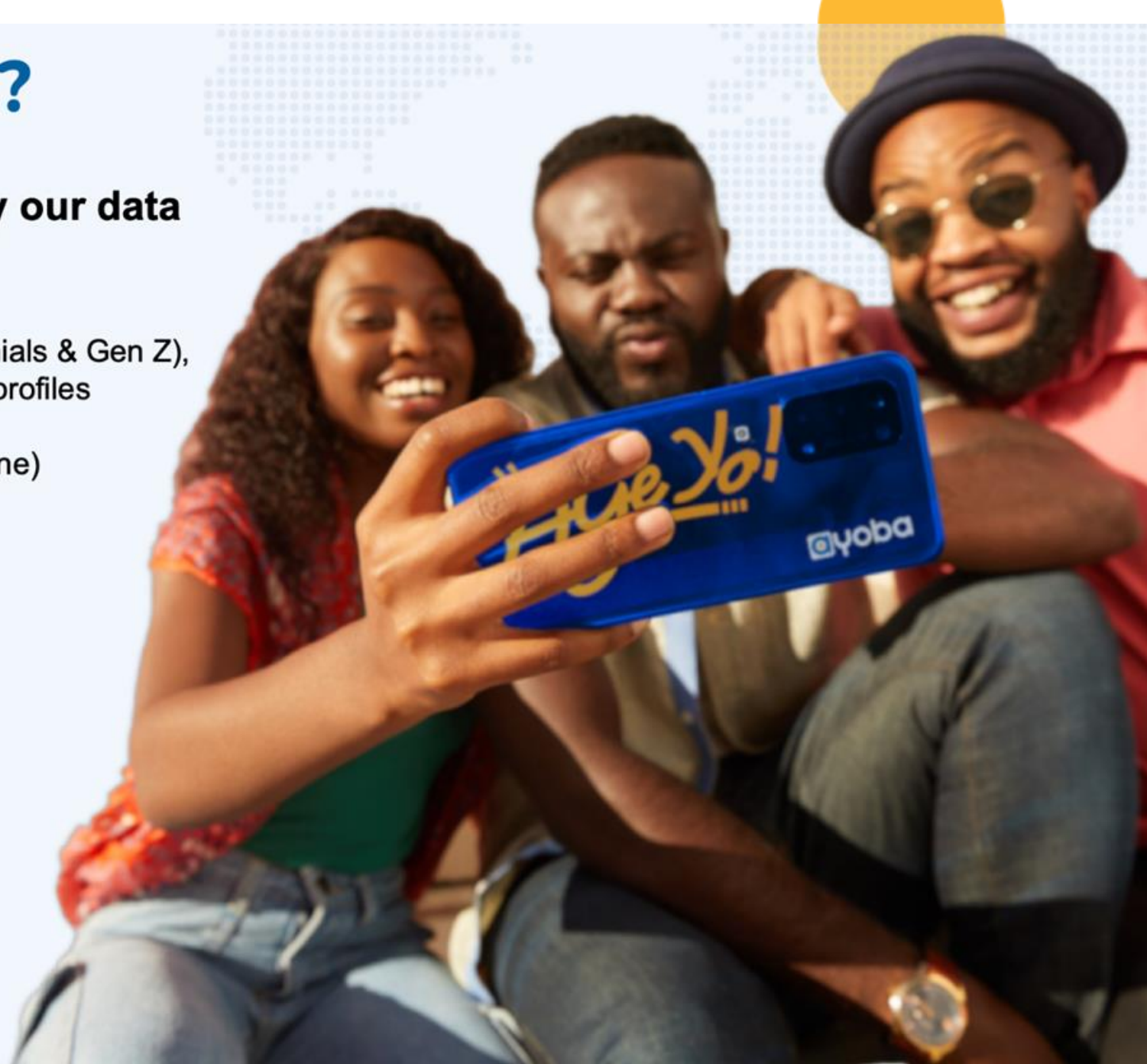




# Who is the ayoba user?

Here are some insights put together by our data and research teams:

- **Youth market dominant segment** (primarily Millennials & Gen Z), however the user base does extend across the age profiles
- **LSM 5-7** (as our user must have access to a cellphone)
- **General Interests:**
  - Entertainment, news & trends
  - Entrepreneurship
- **Passion points:**
  - Culture, fashion, sport; art, music.
  - Family and friends, staying in communication is very important.
  - Proudly African / Proud local identity.



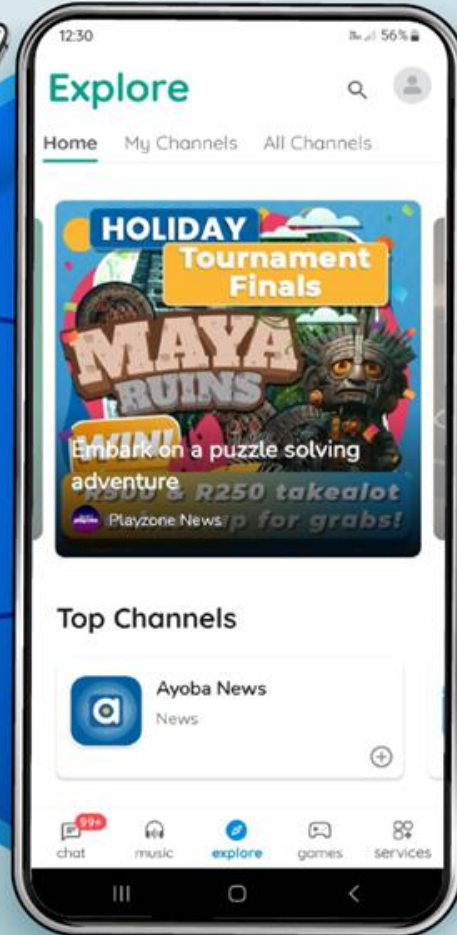


# ayoba 2024 Content Theme - Lead Channel & Key Focus Overview

## Music

Music is the most popular content on ayoba with 600M+ streams in our Playlist service in 2023, and millions of card views across our music news editorial channels.

Ayoba also offers entertainment news channels, covering television, Blockbusters and other news in the African entertainment arena.



## Trending & Local Interest

Each Region has a local National Pride channel and a second channel on localised trending topics.



## Lifestyle

ayoba offers editorial on many topics in the Lifestyle area, including our popular upliftment channels incorporating Food and Fashion themes.



## Health & Wellness

ayoba offers education on many topics in this area. We are actively seeking more partners for Health Education.



## Sport

ayoba users love reading about Football, and many other sports as well such as Basketball, Rugby and more.



## Business & Entrepreneurship

ayoba users are truly aspiration and enjoy reading about business topics with a particular focus on our entrepreneurship brand #ayobasupportsyourhustle.



**So where can I  
place my brand on  
ayoba?**





# Content marketing - Sponsored posts on ayoba

Posts can be placed across our channels to reach an engaged audience.

Posts are sold as a sponsorship with a guideline expected outcome, in monthly increments to ensure ROI.

## Various options:

- **Channel Takeover** (no other ads allowed in that channel). This gives access to the users in this channel exclusively
- **Posts across the app** (to reach a larger audience but maintain targeting)
- **Traffic Drivers** - Posts can be shared to our Explore landing page to reach the entire addressable market in the territory

Give us a lifestyle brief and we will match the audience in our popular **interest-based** channels to ensure **contextual relevance**. Posts last longer on ayoba - one post can remain relevant for two to three weeks allowing for better saturation and brand saliency.

Packages include: 4 posts per month and 2 polls  
(allowing for a brand to do research if desired)

The elements in a card post

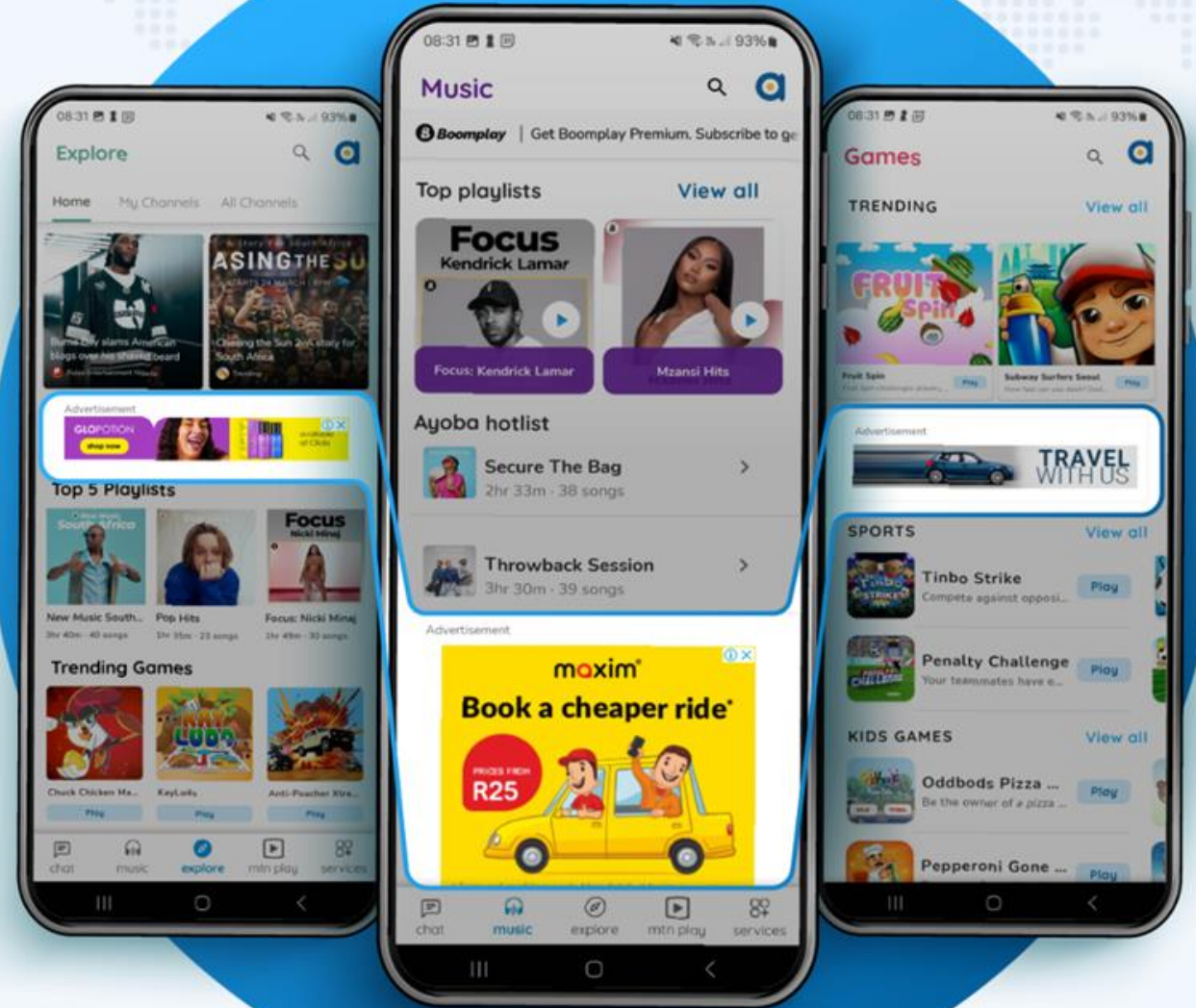
- 1 Image or video
- 2 Headline
- 3 Editorial
- 4 Click through link



# Display advertising on ayoba

Ayoba has recently launched Display advertising on ayoba via programmatic. We are now launching a fully zero rated offering for Display advertising in high traffic areas, sold via CPM rate. We are offering launch special rates for April and May.

- Brand Safe curated environment
- Real users, no bots
- Click through to a Zero rated landing page – or embed your full website in ayoba for a zero data browsing experience – no data barrier for campaigns
- Benchmark CTR for South Africa programmatic is currently 1,9% [testing on users with data]





# What makes ayoba special?

Ayoba targets users by contextual relevance, offering repeat and sustained engagement in our content themed channels. With our free data offering, we go beyond social media communities, building meaningful relationships for partners.





# Your brand as an ayoba Service

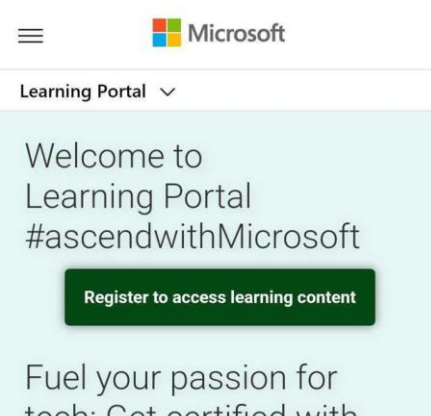
Redefining the way we do  
business in Africa





# Join a growing community across Africa of **businesses** using services.

Boost your reach and simplify development with ayoba. Access over 35 million active users without investing in separate Android or iOS apps. Leverage our zero-rated infrastructure and enjoy flexibility to customize your service. Take control of the user experience and benefit from our user-friendly APIs and dedicated developer support.





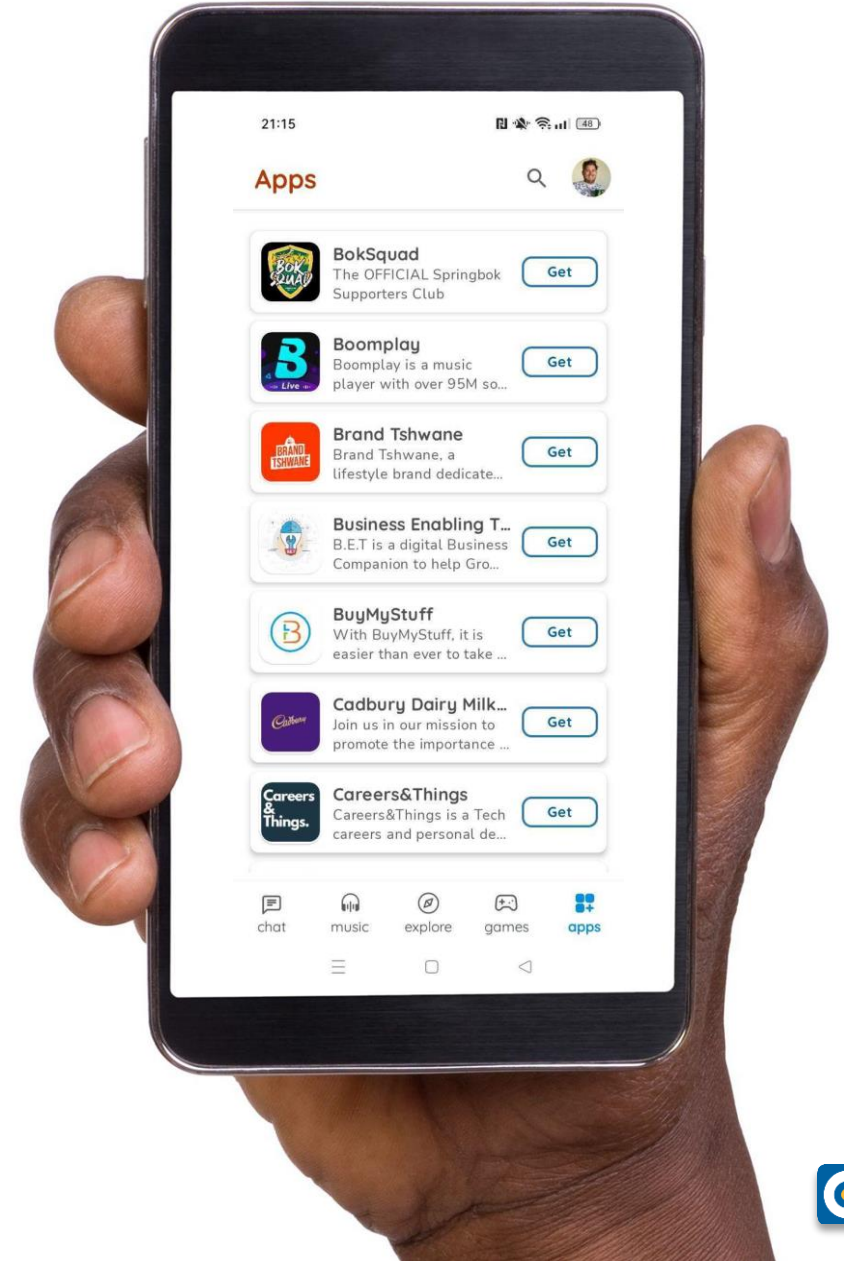
# ayoba Services and their **benefits:**

ayoba Services offer a dynamic platform for business owners to take their existing web applications and seamlessly integrate with the ayoba ecosystem. These applications, often referred to as Services, provide users with enhanced functionality and rich content, enriching their overall experience.

This translates to improved engagement and greater value for ayoba users. In essence, Services act as a bridge between our business owners and our users, fostering a vibrant community and driving continued innovation within the ayoba ecosystem.

## ayoba Services Empower:

- **Merchants** with powerful APIs and a vast user base.
- **Businesses** to become integral parts of the thriving Ayoba ecosystem.
- **Developers** to build impactful solutions that reshape the digital landscape.





# New Service Onboarding Journey

