



Chat to friends. Meet new people.

2go is a social network that enables users to meet new people and message each other for free on their mobile phones

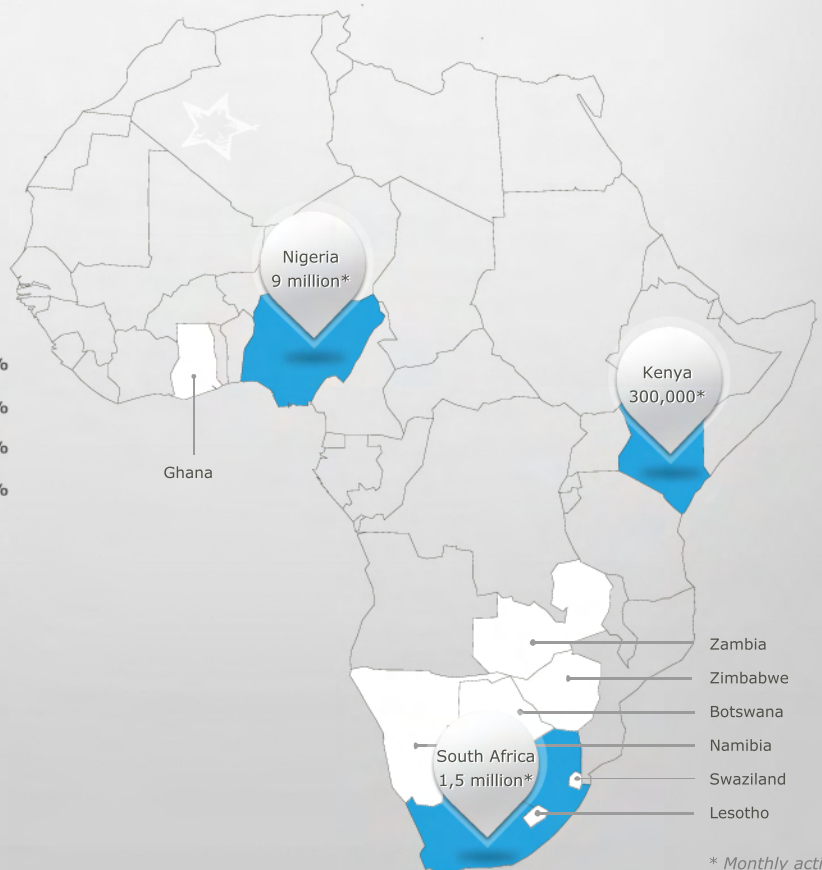
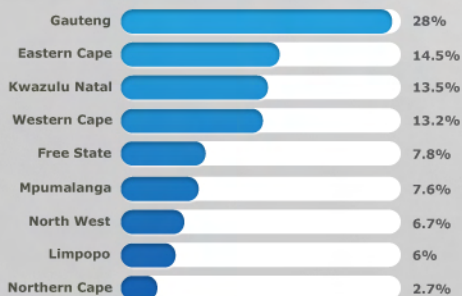
With more than 10 million active users in Africa, and 1.5 million in South Africa, 2go is a powerful advertising, market research and brand engagement platform

## WHAT IS 2go?

- Free mobile instant messaging
- Sharing of photos and status updates
- Meeting new people with shared interest
- Chat rooms (e.g. Football, Music, Love, Faith)

## STATS & DEMOGRAPHICS

- Active Users: Africa: 10m+ South Africa: 1.5m+
- Logins per month: 500 million+
- Messages sent: 6 billion+ per month



\* Monthly active users

## FULL-SCREEN SPLASH ADVERTISING

- A full-screen graphic is displayed for 5 seconds when the user logs in to 2go
- Ads are clickable to a mobisite outside of the 2go application
- High engagement rates
- Guaranteed premium positioning
- Ads are targetable by age, gender, location and handset

## TEXT ADVERTISING

- A text ad is sent directly to the user and appears as a text message within the 2go app
- Each message is given a premium position at the top of the user's friends list for high visibility
- This is a unique tool for reaching a mass audience on a targeted scale
- Ads are targetable by age, gender, location and handset

## BENEFITS TO ADVERTISERS

- The user base is young, active and highly engaged
- Exclusive brand awareness
- Proven high click through rates
- Works on 100s of phones, including feature phones, which dominates mobile phone penetration in Africa

## CREATIVE SPECS

- Dimensions of **242 x 315 pixels** (w x h)
- Be in **png** format
- Have **no alpha channels**
- Be **less than 1MB** in size
- Text ads: A maximum of 300 characters are recommended

## goENGAGE

- goEngage is a space within the app, where brands can have access to on-going engagement with the 2go community
- Brands can easily use this portal to broadcast promotions, receive customer feedback and perform surveys within their target market
- Targeting can be directed at a specific audience

## PRICING

**R150** CPM

\* Prices include agency commission, but excludes VAT. Advert specifications & pricing may change without notice. **Minimum spend R15,000.**



**HABARI MEDIA**  
//MOBILE

### About Habari Media

Habari Media is Africa's leading digital sales house offering internet and mobile advertisers access to Africa's largest portfolio of leading web properties and mobile advertising platforms. We provide our partners with local presence and market knowledge and our advertisers with the best service skills and support.

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