



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

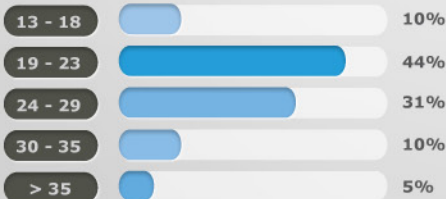
With more than 10 million active users in Africa, and 9 million+ in Nigeria, 2go is a powerful advertising, market research and brand engagement platform. 2go is Nigeria's biggest social network!

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)

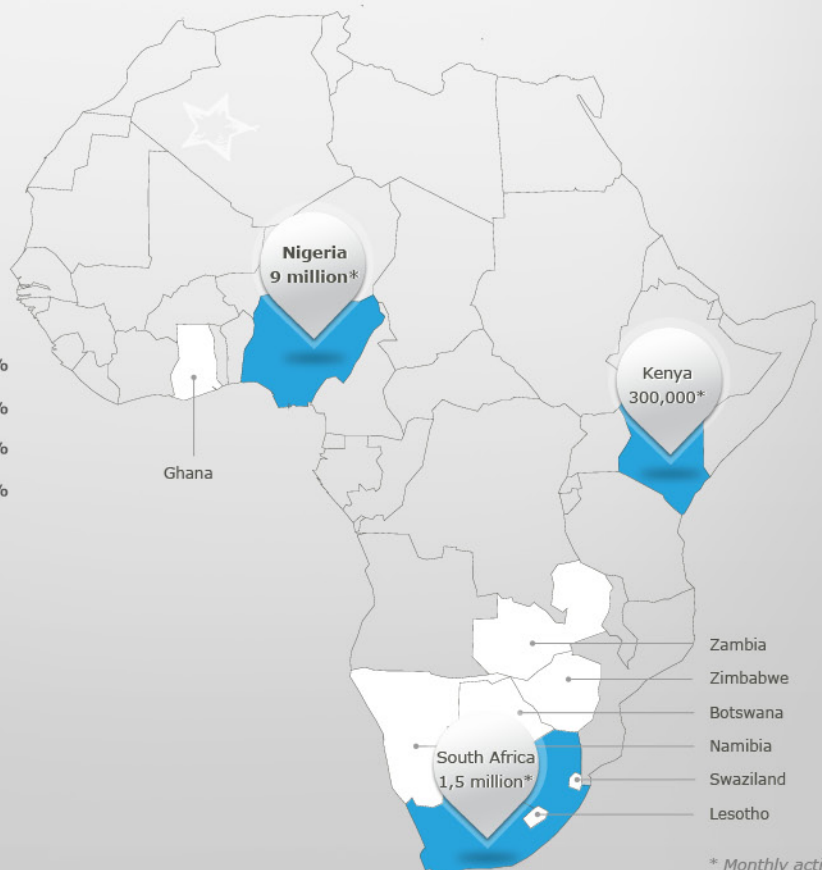
STATS & DEMOGRAPHICS

- **Active Users:** Africa: 10m+ Nigeria: 9 million+
- **Logins per month:** 500 million+
- **Messages sent:** 6 billion+ per month



Top States are:

- Lagos
- Abuja
- Rivers
- Kaduna
- Delta
- Anambra
- Imo
- Edo



* 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

\$8.80 CPM

* Prices include agency commission, but excludes VAT. Advert specifications & pricing may change without notice. Minimum advert run of 10,000 users. Minimum spend \$ 1000.



Join 2go to start chatting and sharing now.

For all Sales and Booking Info, contact:

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