

StitcherAds launches in Sub-Saharan Africa

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Select CEOs, CMOs and professional marketers joined StitcherAds and Facebook leading management and product executives at Cape Town launch

Dublin, Ireland, 1st December 2016 – StitcherAds, a leader in cross channel software and services for performance advertising, is proud to announce the launch of its operations in the Sub-Saharan Africa region. StitcherAds hosted an exclusive launch party in Cape Town last night alongside its partner, &Innovation, and a number of Facebook executives.

Africa represents a significant opportunity for StitcherAds particularly in the markets where it is well known such as ecommerce, retail and travel. With mobile penetration very high in African countries Facebook is expected to become much more relevant for direct response advertising given its unique cross device strengths.

A global Facebook and Instagram Marketing Partner, StitcherAds has seen amazing growth in the past 12 months. StitcherAds' cross channel dynamic ad platform works with retail, ecommerce, online travel agencies and advertisers to scale prospecting, retargeting, upselling and cross-selling across Facebook and Instagram. StitcherAds was the first Facebook marketing partner to launch via the API dynamic product ads, dynamic ads for prospecting, dynamic ads for travel across hotels, airline and cruise liners, and the company continues to break new ground in direct response with Facebook, Instagram and other social platforms.

Declan Kennedy, CEO, StitcherAds comments: "We are excited to expand our footprint to Africa and we are looking forward to helping both local and global marketing professionals and CMOs make more of their Facebook presence as well as other social platforms. I would certainly say that we have reached a tipping point in Africa where mobile is the go-to device. As a result we expect to see a shift from Google spend and traditional offline advertising towards Facebook advertising in the near future."

Geoff Cohen from &Innovation adds: "We have no doubt that Facebook advertising will see massive growth in 2017 and we are looking forward to partnering with StitcherAds to launch the operations here in South Africa."

StitcherAds already holds market leading positions in both the UK and US with an array of customers such as Celebrity Cruises, Hotels.com, Travelzoo, Made.com, eBags to name but a few. The company is now expanding its presence in Africa and has strong backing with a number of VC's including Investec Ventures who already have a big presence in the region.

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About StitcherAds

Founded in 2009, StitcherAds provides marketers with the tools they need to scale their business quickly. StitcherAds does this by helping its clients find their customers where they spend time, i.e. on social

media and mobile devices. StitcherAds is purely focused on driving performance across Facebook, Instagram, Facebook Audience Network, Twitter and Twitter Audience platform. StitcherAds provides innovative and easy to use software to harness the identity based targeting capabilities of these networks which is why it is an Alpha and Beta partner to Facebook, Twitter and Pinterest. StitcherAds was one of the first Facebook Marketing Partners to launch Dynamic Ads and Dynamic Ads for travel. The company has raised \$6.5m in VC funding from investors including Investec Ventures Ireland, Delta Partners, Irrus Investments, Enterprise Ireland and former Facebook executives Mike Murphy and Tom Arrix. For more information about StitcherAds please go to www.stitcherads.com

About &Innovation

&Innovation provides specialist innovation and commercialisation services for digital transformation in the Financial Services, Technology, Media and Telecoms arenas, and partnering with leading, future-focused companies to deliver strategic digital innovation that delivers revenue growth. While clients span the globe, the company's extensive experience in digital commercialisation in Africa has enabled it to deliver strategies and results that are based on market realities and local market knowledge. For more information, go to www.andinnovation.com

Media Contact UK:

Paula Elliott
C8 Consulting Ltd
paula@c8consulting.co.uk
+44 118 9497736

Media Contact SA:

Emma King
The Friday Street Club
emma@thefridaystreetclub.co.za
+27 72 010 7704