

Eskimi widens its African market through sponsorship of Mobile West Africa 2015

Eskimi, a Lithuanian a social entertainment and engagement platform with 15 million users, 10 million of whom are in Nigeria, will sponsor Mobile West Africa 2015, the fifth West African edition of the mobile focused events in Sub-Saharan Africa in Lagos on 22-23 April.



The event will feature some of the best local and international speakers from organisations including Eskimi, Facebook, Etisalat Nigeria, Mozilla, Gamsol, Supermart.ng, MTN Nigeria, SimplePay, Jovago, Opera Software, Saya, Wild Fusion, Kaymu, Airtel Nigeria, Spinlet, Konga, iROKO Partners and Guinness Nigeria.

The Mobile Marketing West Africa Focus Day, featuring practically learnt lessons and experience-based case studies delivered by the experts, will be held on Tuesday 21 April.

Eskimi will have two sessions at the event, one during the Focus day and another during the main days of the event. It will highlight new segmentation and targeting opportunities, case studies and introduce its new DSP platform, with more than 30 million user reach in Nigeria. It will also have a booth at the exhibition.

Eskimi is focused on the feature phone customer base. It has significant position in Nigeria, Ghana, Kenya, Vietnam and Indonesia. The majority of its users are urban, young (18-25) and young professionals (25-35).

To book for the event, go to www.mobilewestafrica.com. Eskimi contacts are entitled to a 30% discount on attendance, when quoting code 1MWAESK.

For more, visit: <https://www.bizcommunity.com>