

# Focusing on Africa

 By [Danette Breitenbach](#) 7 Mar 2016

Ad spend online is well below the percentage of consumer attention online. The internet is fragmented, from devices to content, so understanding what people are accessing is key to the medium moving from one that consumers spend a lot of time on, but where the ad spend is still lacking.

"The market on television is straight forward. Digital is complicated so we need to make it simple and the opportunity to make these insights easy is what we strive for so we are excited about the next few years," explains Scott Julian, who together with his partners founded Effective Measure four years ago with money raised out of Silicon Valley and recently was acquired by Insiight Pty Ltd (Insiight).

Insiight helps leading companies understand emerging markets. Providing market leading solutions across a range of channels including internet traffic, video on demand and emergent digital platforms.



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Effective Measure provides digital audience measurement, campaign effectiveness and targeting solutions, bringing high quality audience data to publishers, agencies, networks, advertisers and researchers. "We provide advertisers and the owners of content with a common language so both sides understand how big their audience is and who their audience is," explains Julian.

It is not just a sharing of numbers though; it is providing information so that the opportunity can be understood. Just as mediums such as radio and television have core audience figures, the internet also needs that to be a more effective medium for advertisers he adds.

This year with some changes taking place the company has been refocused in terms of its ownership, direction and financial backing. "Our primary role is to create an environment of trust and an understanding of what a client is buying and that they get what they asked for. The insight is very simple because we have a very transparent straight forward way of understanding."

Their focus has also narrowed geographically. "Essentially we are an African player and we are refocusing our products in this market. Up to now we had a wider reach that included Asia and Australia, but this required a diverse set of tools and services. As such we have disinvested in Australia and have reduced our presence in Asia."

Africa is where the business potential lies so it makes business sense to focus on this region instead of stretching ourselves. "The region offers unique opportunities and we are currently reinventing our products to ensure their suitability."

The company will still also continue to operate in the Middle East.

## ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.  
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