

New brand tracker for Africa

MemeGlobal, a leading ad tech company, has built revolutionary new software called DomainCrawler that tracks how hundreds of brands, across more than 15 000 websites are targeting all types of consumers: men, women, all age groups, their buying habits, preferred content and their geo-locations, right down to city level.



Brent Tollman

MemeGlobal then mines the data using Artificial Intelligence engines developed by former algo-trading coders. From this data, MemeGlobal learns what the world's best and worst marketers are doing every day.

MemeGlobal's clients, including P&G, Coca Cola and eNCA, all of whom get access to this data whenever they run ad campaigns for the hotly contested attention-spans and buying power of online audiences.

Aside from revolutionising how campaigns are benchmarked against their competitors, MemeGlobal has been leading the fight for digital campaign transparency. They believe this is where true marketing value is unlocked: brands need to know exactly what they are buying, if it's been viewed, where it appears and how much of it has been seen.

"We're one of 29 companies in the world committed by IAB to uphold its most stringent tracking standards. There isn't accurate accountability for what you spend on digital media until you take transparency seriously. This is especially critical for programmatic media. That also means letting marketers define success on their own terms, not ours," said Brent Tollman, CEO of MemeGlobal's Africa regions.

"Two things will then happen: we learn what works and what doesn't - and then let our algorithm optimise the ad spend to get the best results which are then supervised by campaign managers on the ground.

The best digital media plan is one that continuously learns and adapts. Finding the most relevant consumer instead of wasting money on expensive but useless ads means we also avoid doing what digital media is often so guilty of: annoying consumers."

Marketers have been voicing their concern about whether their ads reach actual people. Additionally there's been a demand for more responsive information around mobile devices, which dominates emerging market audiences.

"Viewability and detailed mobile behaviour are the two areas often lacking in campaign reports. We track mobiles by device and operating system which means our clients get a very clear picture of what their digital media investment is doing - and together with DomainCrawler, we help them outplay their competition," Tollman added.

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