

## Effective Measure expands into Africa

Effective Measure, a global provider of digital audience, brand and targeting solutions, has expanded its coverage of the African media market.



Kenya, Nigeria and Ghana are developing into primary African nations to watch for digital adoption and usage, with urban based internet penetration on the rise. According to Internet World Stats there are 129.5 million internet users across these markets (Ghana 5.2m, Kenya 32m, Nigeria 92.7m).

[Effective Measure](#) is the first data partner to bring first class global digital audience measurement services to these emerging markets. The aim is to assist in streamlining and adding transparency to media buying and help nurture the local digital industry growth.

Local Publishers can now provide third party stats to agencies. Agency access to the data will aid in media planning and foster confidence in transparent and reputable data.

***... Kenya, Nigeria and Ghana are developing into primary African nations to watch for digital adoption and usage...***

The Effective Measure Dashboard includes Africa's leading digital publishers and offers data insights, demographics and behavioural data that reveal the digital pulse of Africa's media sector across all connected digital devices including tablets and mobile.

Effective Measure has been working closely with its African partners to build a platform that will deliver the digital insights that the market is demanding. Those partners are:

- Kouni Consulting (Kenya, Nigeria). Kouni SDS is a specialist consumer insights and data-led marketing solutions collective. It operates in the fields of broadcast and digital media; media and marketing research; agency and advertising transaction systems; project management; and data-led marketing solutions.
- Insight Advertising (Ghana). Insight was established in January 1997, as the only affiliate to Grey Worldwide in Ghana. Insight (Grey) is a platinum member of the Advertising Association of Ghana and

member of the WPP Communications Group. Its operational strengths include creative concept development, advert placement, facility branding, general printing and corporate events.

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