

# Amanda Louw joins AdJoin Media

 By [Beverley Klein](#)

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AdJoin Media has recently appointed Amanda Louw as head of publisher relations. Louw was formerly at AdClick Africa working with agencies, publishers, ad networks and ad-serving technologies.

Louw is confident AdJoin Media will be fundamental in leading the African digital marketing landscape. With a focus on mobile, digital advertising and publisher monetisation, Louw's knowledge of digital media is constantly evolving.



## ***What will be your first order of business?***

**Louw:** To integrate publishers onto the AdJoin Programmatic Market Place, in conjunction with a Data Management Platform that will further increase the value of publishers' inventory. This is achieved by extrapolating the audience data way beyond the basic LSM, gender & age group demographics. Advertisers have always wanted more comprehensive targeting capabilities to link highly specific ads to a highly specific audience, and are more than happy to pay for it.

I reflect on a famous quote: *"Half the money I spend on advertising is wasted; the trouble is I don't know which half."* Well finally this is no longer an issue, thanks to sophisticated programmatic technologies and Data Management Platforms.

## ***How is the digital media landscape in Africa changing?***

**Louw:** I think there was a time when Africa was observing what the Western and European markets were doing, and following in their footsteps. Now realising that one cannot compare Africa to markets like America and Europe, there have been great strides in getting the world to take notice of its mobile first approach. Africa skipped landlines and went straight to mobile. Less ATMs and straight to mobile banking (MPesa, SnapScan, Zapper etc.) Africa is now establishing itself as a much more resourceful and innovative nation setting trends for the rest of the world to follow.

## ***What are the biggest challenges facing the African media industry?***

**Louw:** Connectivity and reach. Africa is a pretty enormous place with a particularly large rural population. With so many people barely having access to electricity let alone a decent mobile & internet connection, it's no easy task connecting everyone online, often with limited resources. As you see Africa steadily gaining more connectivity to the internet, you'll notice a major boom in the online media industry. Watch out world, Africa is on the rise!

## ***How do you plan on positioning AdJoin in SA and Africa?***

**Louw:** As the leading programmatic publisher co-op in Africa. A one stop shop for all premium publishers in SA and Africa.

## ***What is your main business challenge?***

**Louw:** Reassuring and integrating publishers onto the AdJoin PMP, and remove the misconception that it's a long, expensive process that requires lots of resources to integrate and increase the value of their inventory. Publishers are often overwhelmed by all the technical jargon and the rapid pace at which the advertising industry is evolving. That's why I plan to host and run programmatic workshops to educate and broaden their understanding.

### ▣ *The biggest trend to note in your industry?*

**Louw:** Programmatic advertising, (and not just for standard banner ads). The industry is well on its way to automate the entire process of buying online media on a performance based approach. Imagine Ad-Land without reporting discrepancies, 3rd party ad tags, underperforming campaigns, dozens of revised IOs etc.

### ▣ *What inspires you?*

**Louw:** I am always inspired by the people I meet and get to know, particularly entrepreneurs. I thrive and feed off their energy, motivation and determination to achieve great things. It's true what they say, "hard work pays off" and it's so much more rewarding when you've worked hard for something, and earned it, you appreciate it all the more.

### ▣ *Tell us something about yourself not generally known?*

**Louw:** I used to be a Western Province Synchronized ice skater.

### ▣ *At the top of my 'bucket list' is...*

**Louw:** To go see the Northern Lights or Aurora Borealis. I love looking up into the skies. Wow! Can you imagine what a magical sight it must be.

## ABOUT BEVERLEY KLEIN

Beverley Klein is the editor of the Marketing Media South Africa section on Bizcommunity.com. With a background in journalism and historical studies, she's dived into the world of industry news, curating content, writing and interviewing thought leaders. She's often spotted in a forest on the weekend and rarely seen without a camera. Follow @BevCPT.

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