

Etisalat partners with Eskimi to strengthen position

Eskimi, one of Nigeria's social networking platforms and Etisalat Nigeria have teamed up to provide Etisalat subscribers and Eskimi fans quicker access to the social networking site through the speed dial option on the Etisalat-branded Opera Mini browser.



Supported by Etisalat's 3.75G data service, Eskimi Etisalat members will also receive added-value on Eskimi through virtual currency and VIP packages.

Speaking on the partnership, chief commercial officer, Etisalat Nigeria, Wael Ammar said, "We believe this partnership strengthens Etisalat's position as a leading network provider of quality mobile data in Nigeria. By partnering with Eskimi as one of the largest social media platforms in Nigeria we continue to give our subscribers new and exciting platforms."

To promote the partnership, Eskimi has launched a special campaign that is beneficial to Eskimi fans and Etisalat subscribers. Etisalat subscribers who are members of the social networking site and visit the portal more than two consecutive days will receive Eskimi coins, a VIP service package, which provides access to advanced features of the community for free. Non-Etisalat members on the other hand need to accumulate these coins - by paying for the coins using real currency (naira and kobo).

"As part of the partnership, Etisalat customers now also find Eskimi easier through the special speed dial functionality on the Etisalat branded opera mini browser. To access Eskimi, all they need to do is click on the Eskimi icon on Etisalat's opera mini and they are automatically redirected to the site. We have received positive feedback from our members and are very happy partnering with Etisalat Nigeria", Vytas Paukstys, CEO Eskimi said while announcing the partnership.

For more, go to www.eskimi.com.