




#datafree





Data affordability remains one of the **biggest barriers** to mobile internet engagement in low and middle income countries.

Source: A4AI, 2018

Addressing over 2,000 tech experts from over 91 countries, President Ramaphosa said currently 20-million South Africans did not use the internet due to unaffordable data prices, lack of internet-enabled devices and lack of access.

"Yet, about 87% of households in South Africa have access to mobile phones, presenting us with a great opportunity to overcome digital exclusion and to drive inclusive growth and innovation," he said.

<https://www.timeslive.co.za/news/south-africa/2018-09-10-power-to-the-digital-revolution-ramaphosa-tells-global-communication-experts/>

#datafree

Enabled by reverse billed "toll free data"





The App Install Challenge in Africa

We surveyed people in SA townships about data usage and installing apps:

- 82% of people regularly run out of data
- Most people have no or irregular access to WiFi
- Reasons why people don't install apps:
 - No spare storage on phone (34%)
 - Data cost to download (29%)
 - How long will use an app (21%)
 - Apps steal your money
- 90% of people get apps through sharing
- 81% of people had less than 5 apps that they installed
- Everyone had WhatsApp!
- When people have no data it's messaging they miss the most

REACH & ENGAGE

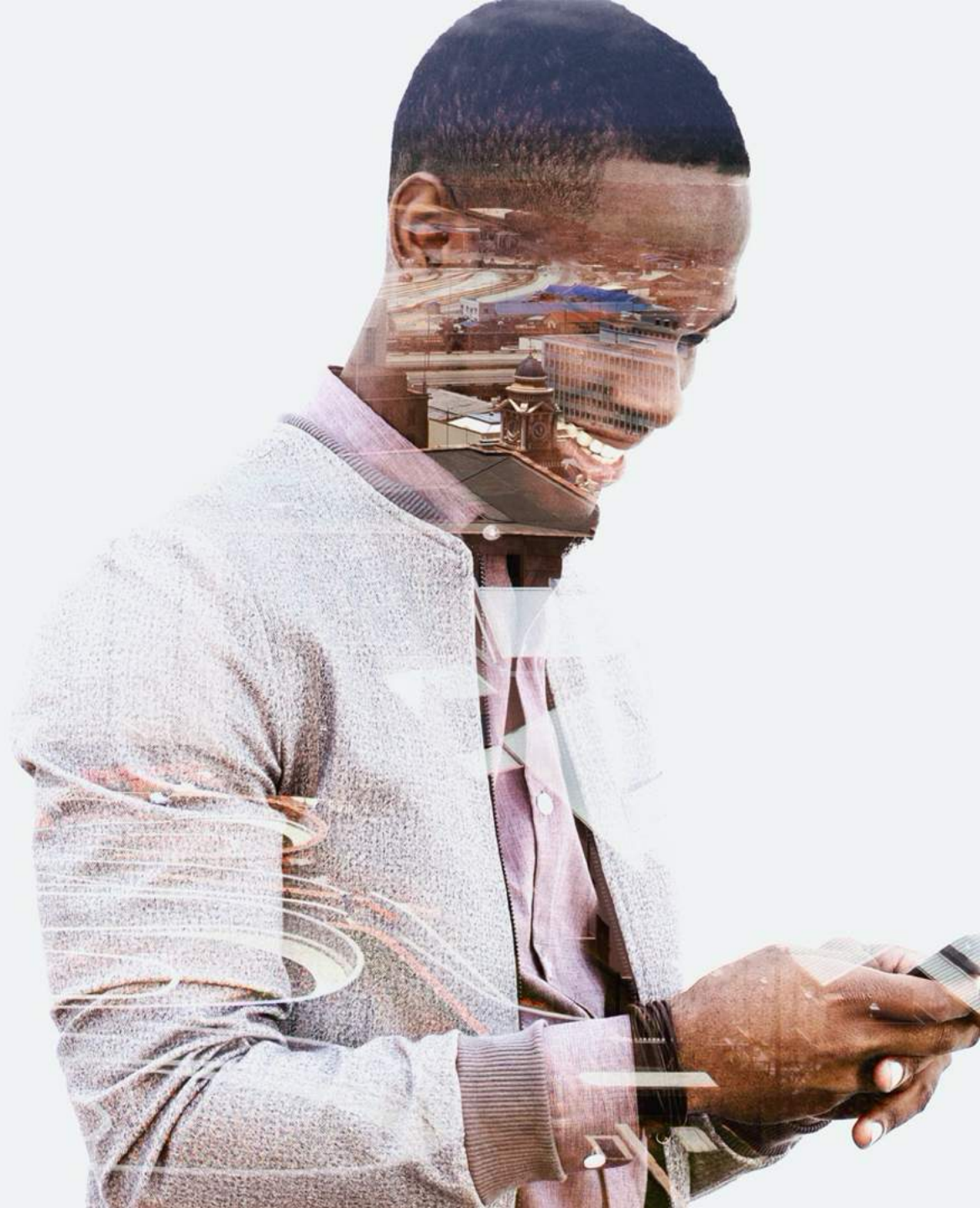
mobile audiences that other platforms can't with



Moya



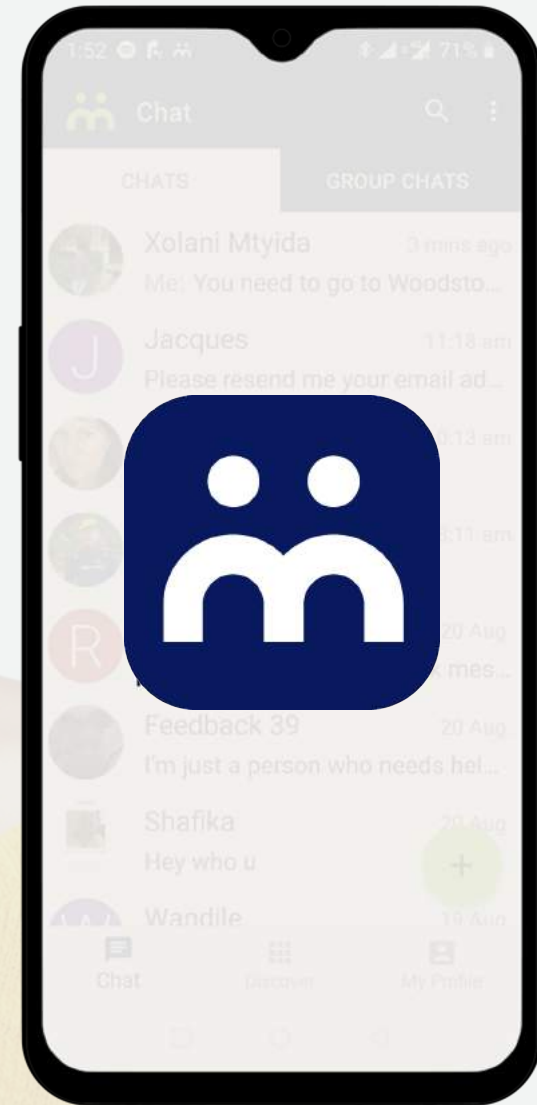
What is Moya



Free, but not free



#datafree

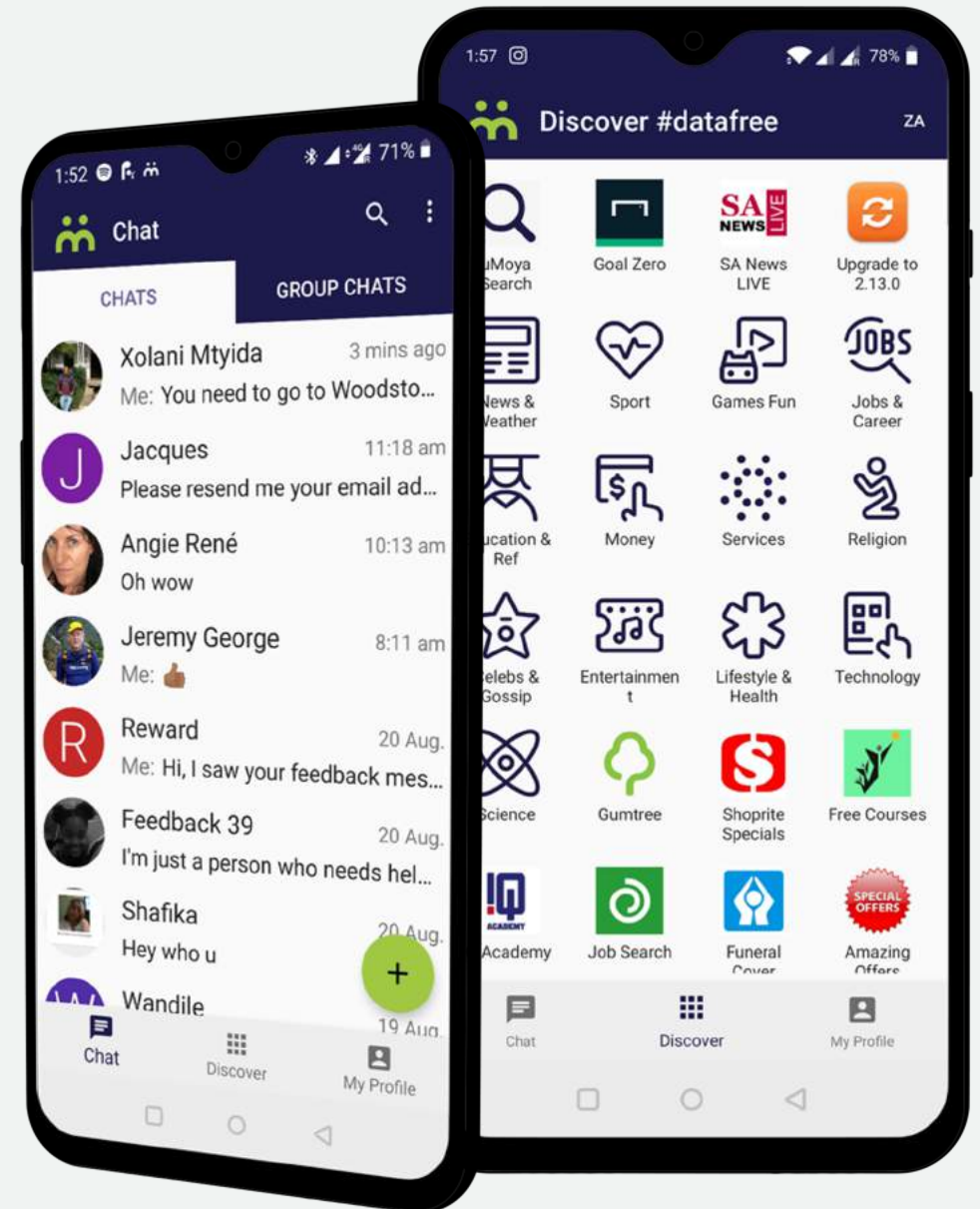


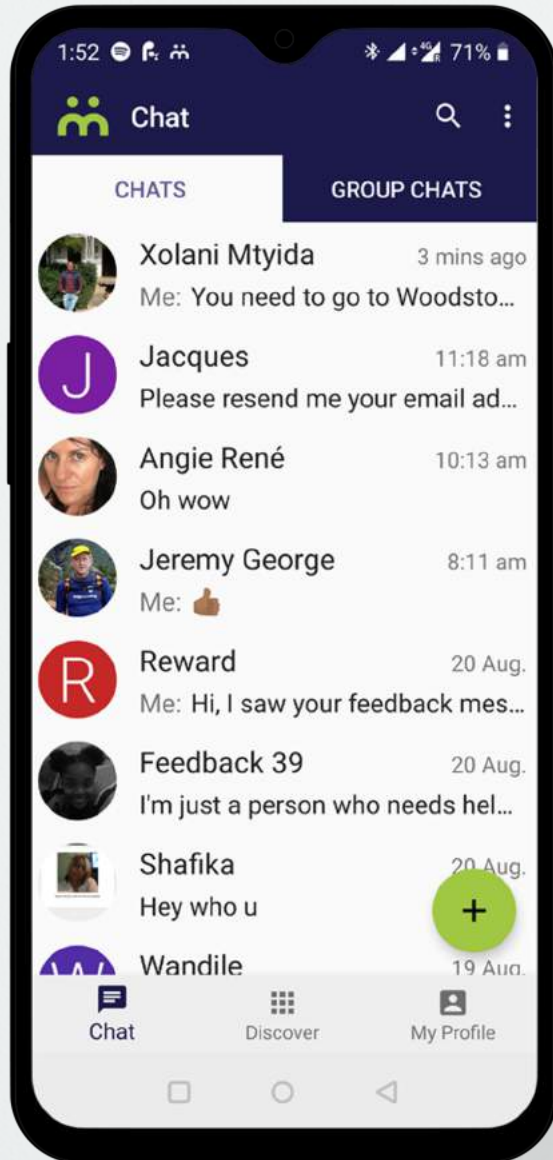
#datafree Messaging

- Like WhatsApp with no data cost
- Moya Messenger works even when a user has no airtime or data balance
- #datafree messaging channel to engage with staff, customers and potential leads

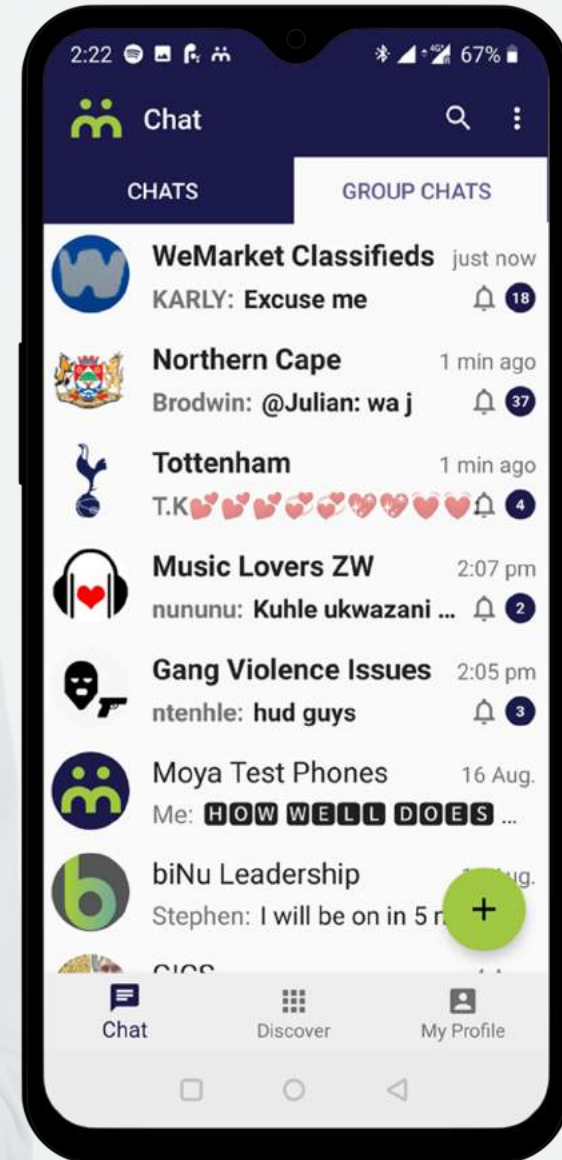
Discover

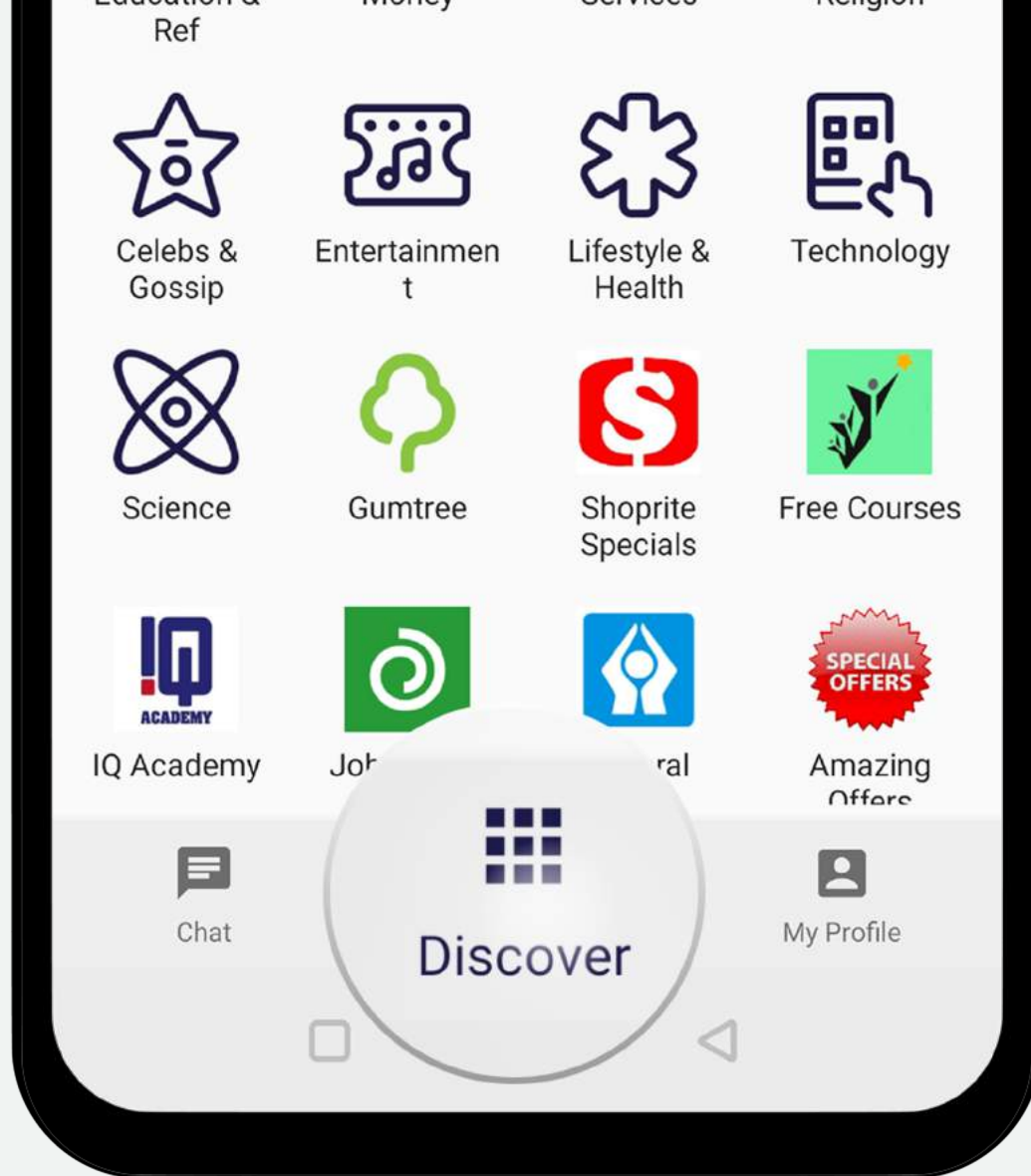
- #datafree content and online services
- #data free media and advertising
- Captive audience
- Immersive full screen media
- All-in-one app to browse and discover content.





Separate screens
for personal and
group chats

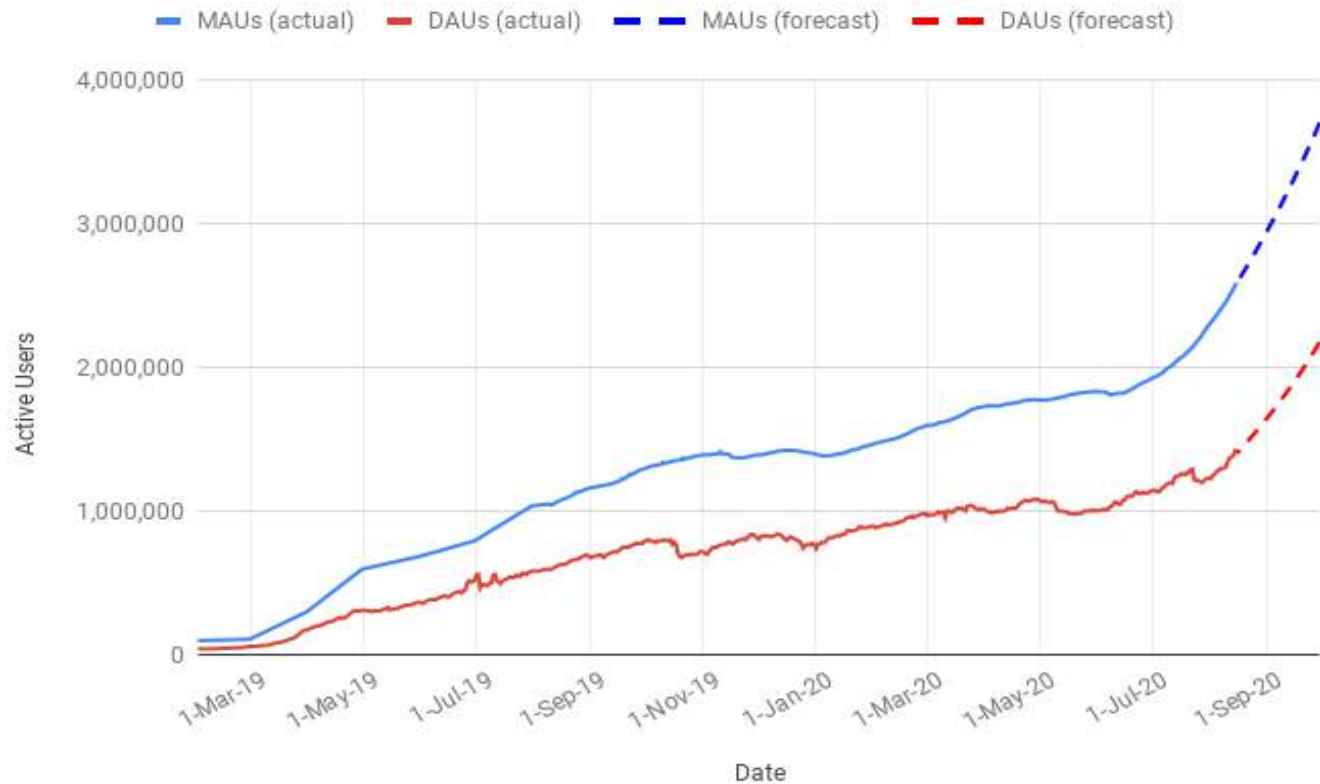




Discover feature
with a growing range of
#datafree content and
online services

Moya App Active Users – South Africa

Moya MAUs & DAUs



Aug 2020:

- 1.5 million daily active users
- 2.7 million monthly active users
- 100% viral growth

Audience Profile



Moya Audience Profile



53% female 47% male



69% between 18-35



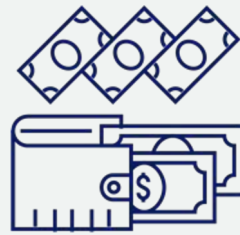
23% married



35% Gauteng
21% Western Cape
18% KZN



80% LSM 3 to 7
90% non-white



R10 billion
spend per
month



Features

Full Screen Vertical Ads, Discover & Sponsored Messaging



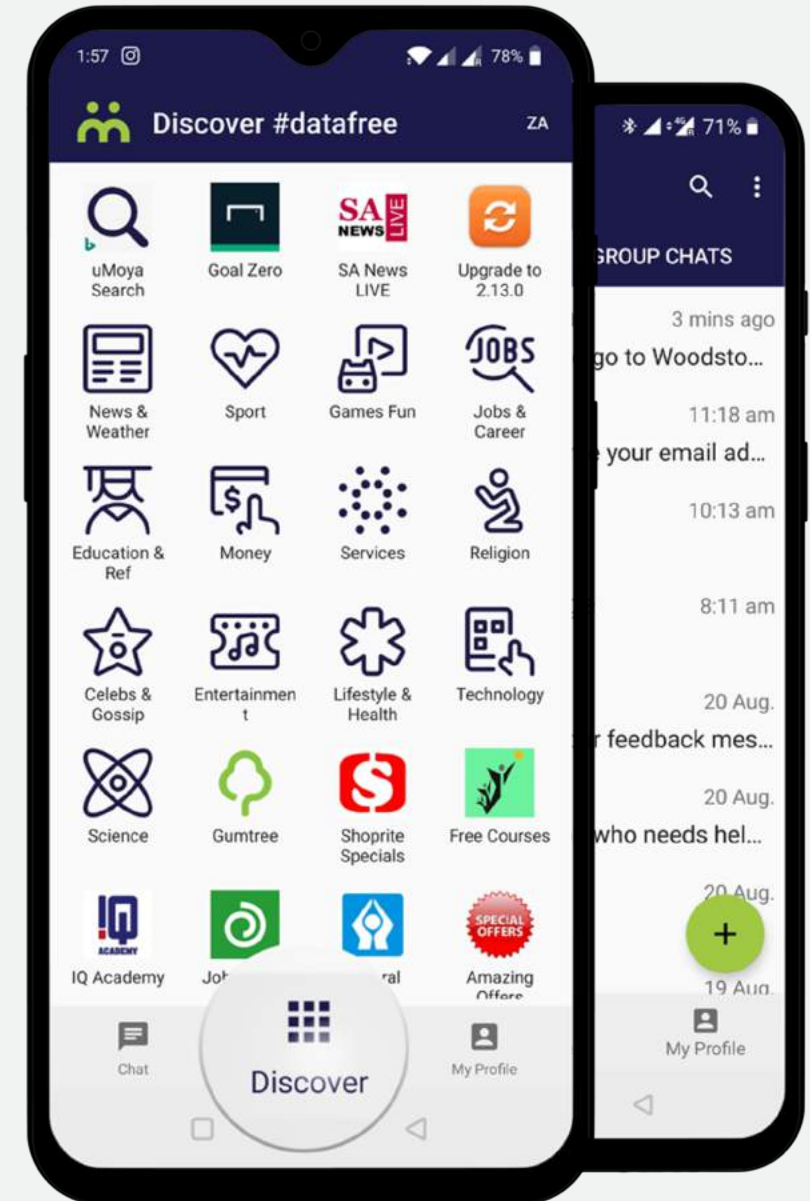
Full Screen Vertical Ads

- Use existing campaign collateral, Moya Ad specs are in line with Instagram Stories ads
- Immersive full screen, vertical video / rich media ad format
- Swipe-up click thru to #datafree landing page
- Ads run across Moya Discover (not in messaging)
- High user engagement (because it's #datafree)
- Typical swipe-up / click thru rates between 10% to 30% (because it's #datafree)
- Detailed ad specifications: <https://www.bi.nu/products/video-ads/create/>
- Cost per View (CPV) pricing

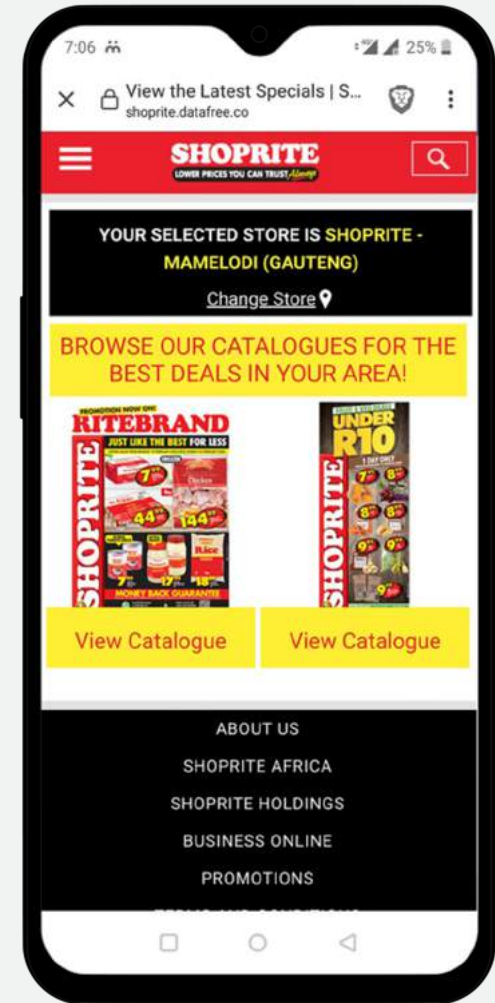
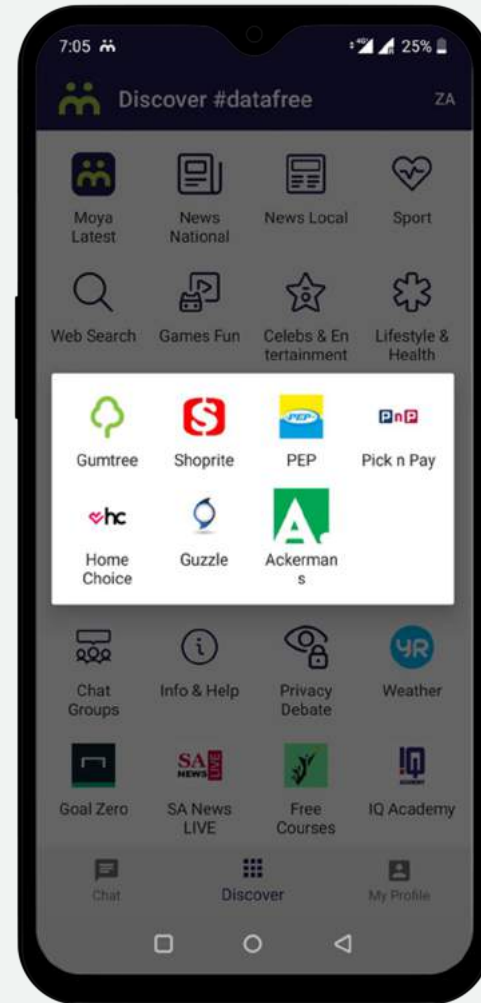
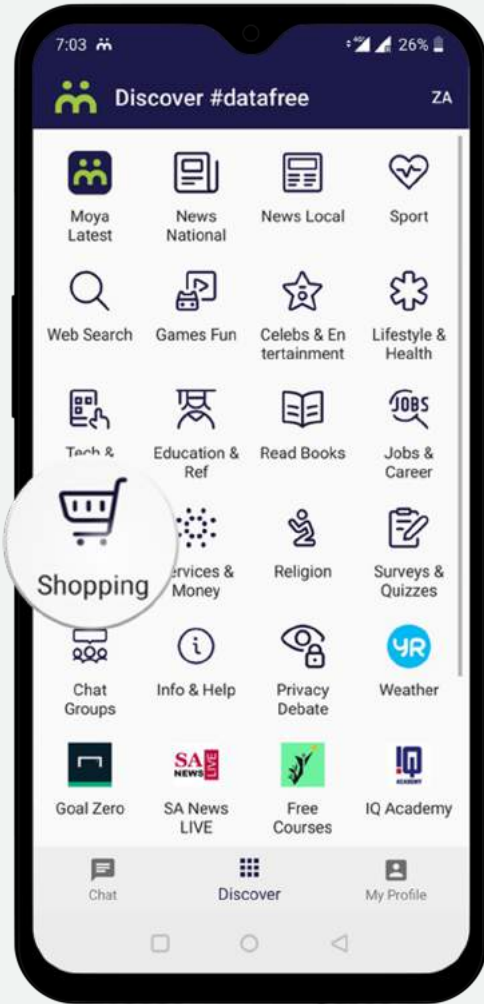


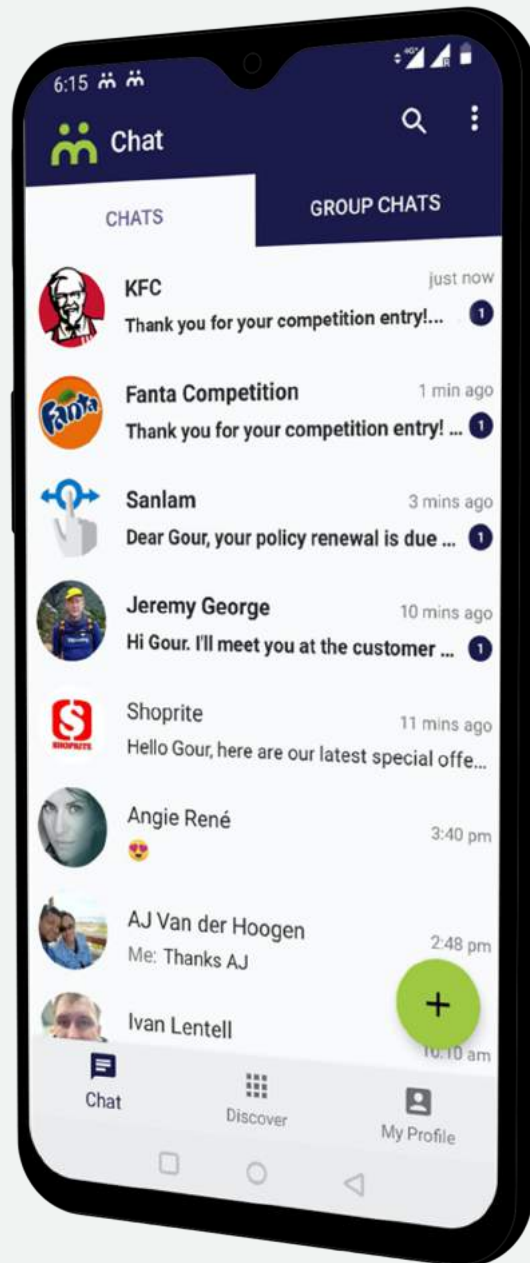
Discover

- Include your full website or parts of in Moya Messenger Discover
- No need for user to leave the Moya app
- CPC pricing
- Reach a mobile first audience not easily reachable on other platforms
- Build Brand Value and Drive Engagement with Moya's 1 million DAU's
- 50x higher user engagement than other platforms, because it's #datafree
- Cost per Click (CPC) pricing



Discover User Journey





Sponsored messaging

Engage your users, customers, members, leads etc. through opt-in #datafree messaging:

- No data cost barrier - users receive and reply to messages #datafree
- Always on – users receive messages even when they have no airtime or data
- Messaging API plus online dashboard
- Individual or broadcast messaging
- Include links to #datafree content
- Bot integration
- Simple pricing per message, or cost per user per month for unlimited messages
- Much lower cost than SMS or WhatsApp Business

Case Studies





Full Screen Vertical Video Ad & Moya Discover link

Big Red Friday Sale

1

OBJECTIVES

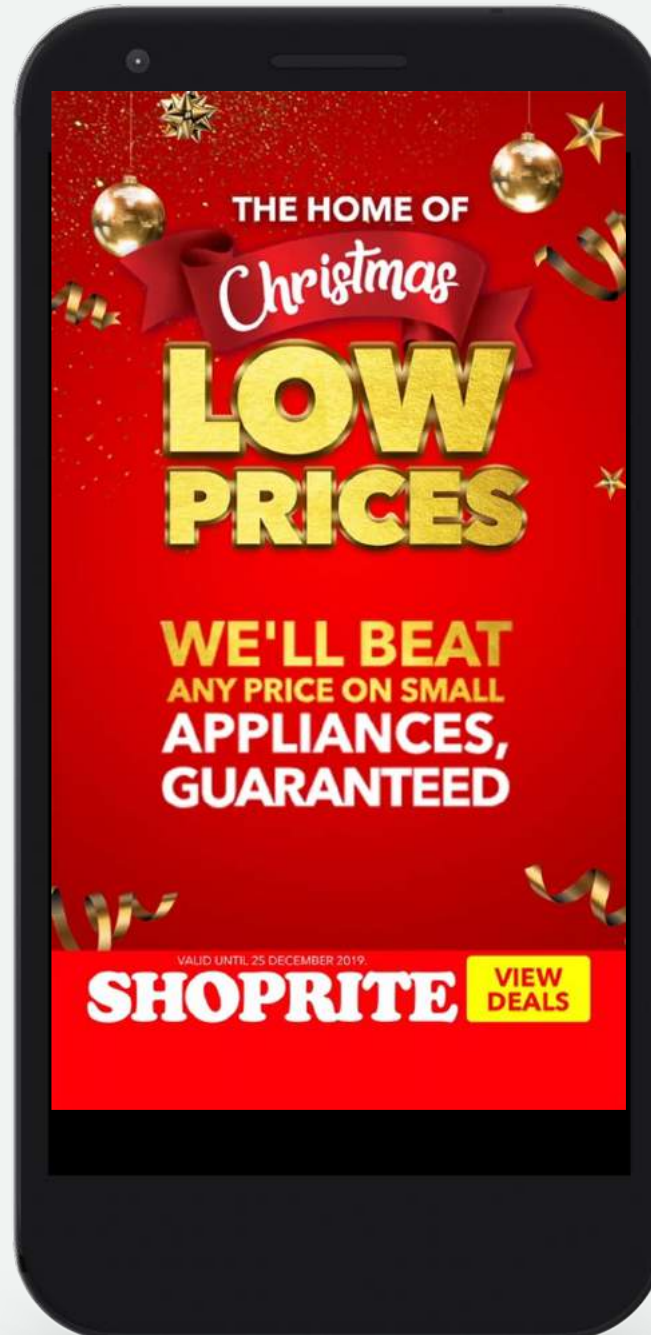
Showcase the Shoprite Christmas Catalogues:

- Groceries
- Butchery
- Toys
- Gifting
- Entertainment
- Outdoor
- Small Appliances

2

CREATIVE

Full Screen Vertical Advert & Moya Discover



3

BENCHMARKS

0.46 Global CTR

4

PERFORMANCE

- Full Screen Vertical Advert: **57 708 clicks** over 5 weeks
- Moya Discover: **479 761 clicks** over 5 weeks
- This campaign is a great example of how powerful the Moya Platform is and how the platform can successfully deliver several campaigns, in full, within a tight timeframe.

ACKERMANS

Full Screen Vertical Video Ad
& Moya Discover link

Black Friday Cellular Deals

1

OBJECTIVES

Cellular Black Friday Deals

2

CREATIVE

Full Screen Vertical Advert &
Moya Discover



3

BENCHMARKS

0.46 Global CTR

4

PERFORMANCE

- 16% CTR on Full Screen Vertical Advert
- Versus industry standard, the CTR was extremely high
- Moya Discover:
158 130 clicks over 6 days



Full Screen Vertical Video Ad & Moya Discover link

Meal Deal Promotion

1

OBJECTIVES

2 Colonel Burgers for R60

2

CREATIVE

Full Screen Vertical Ad &
Moya Discover



3

BENCHMARKS

0.46 Global CTR

4

PERFORMANCE

- 36.4% CTR
- Full Screen Vertical Adverts:
54 382 Clicks over 3 days
- Moya Discover:
164 900 Clicks over 3 days
- Moya outperformed all other
online channels used for this
campaign and was the
number one traffic source
and engagement channel.



Moya Discover link

Back To School Campaign Phase 2

1

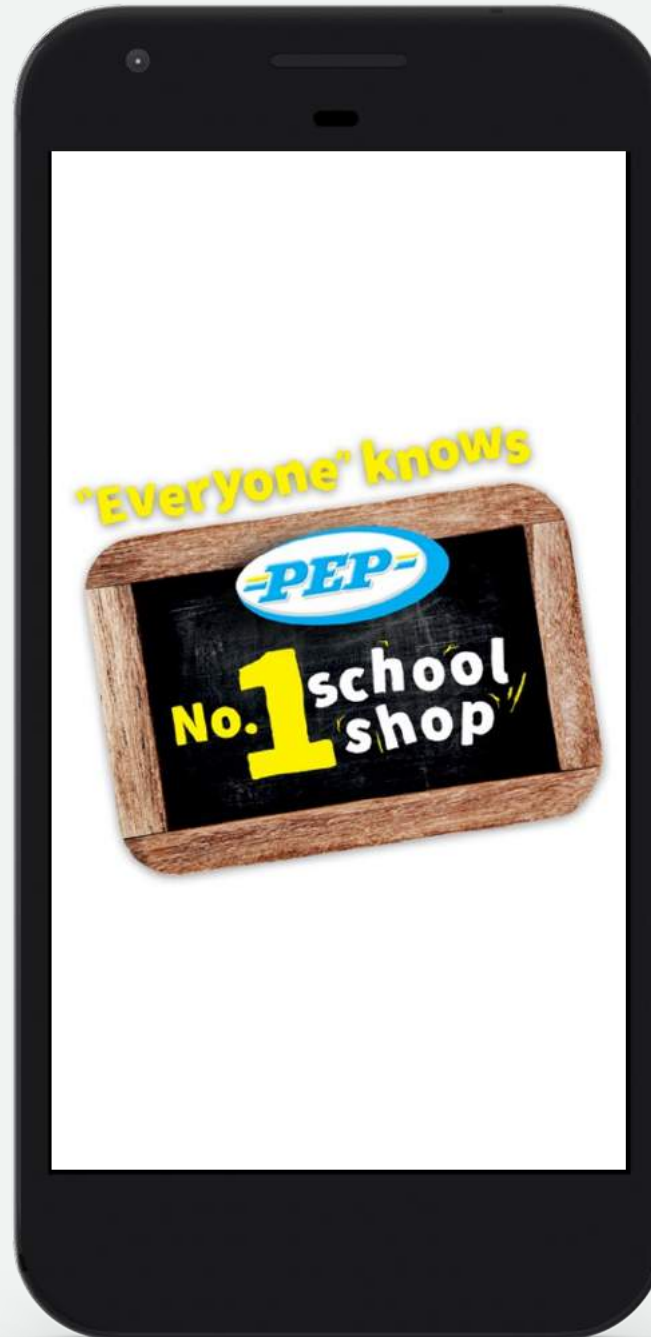
OBJECTIVES

- To drive foot traffic to PEP stores
- Keep customers entertained in-store with a fun quiz whilst they queue

2

CREATIVE

Discover Home Screen Icon



3

BENCHMARKS

N/A

4

PERFORMANCE

- Moya Discover:
143 914 clicks over 18 days
- From clicks to game play -
32% conversion



Full Screen Vertical Video Ad & Moya Discover link

Free Online Courses

1

OBJECTIVES

Free Online Course
Promotion

2

CREATIVE

Full Screen Vertical Advert



3

BENCHMARKS

0.46 Global CTR

4

PERFORMANCE

- 14.28% CTR on Full Screen Vertical Advert
- Full Screen vertical Advert: **34 332 Clicks** over 10 days
- Moya Discover: **95 250 Clicks** over 10 days

An aerial, high-angle view of a dense urban landscape, likely Johannesburg, South Africa. The city is filled with numerous high-rise buildings and skyscrapers. A prominent, tall, thin tower with a circular observation deck at the top stands out in the center of the skyline. The sky is overcast and hazy, creating a soft, diffused light over the city. The overall color palette is muted, with greys, blues, and earthy tones from the buildings and vegetation.

Moya **solves the problem** of reaching **mass-market consumers** online and **delivering engagement** that is hard to achieve in **Sub-Saharan Africa.**

Thank You

