



Digital Advertising Insights

Market Intelligence on Smartphones in Kenya & Nigeria

ONES & ZEROS





Smartphone Trends

1st July – 17th Dec 2019

Insights

Smartphone Category Trends

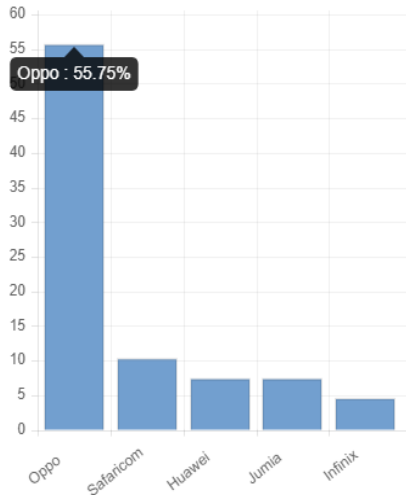


Active Ad Campaigns New Campaigns Spend Estimate Count of Brands Ad Formats Used



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Top 5 Brands (SOE%)

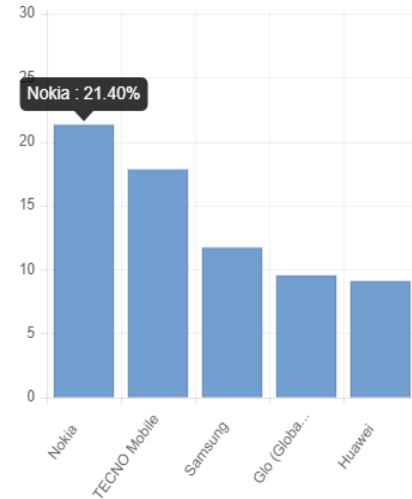


TAKE OUT

13 Brands rolled out **63** campaigns using **13** ad formats worth **8.7** million Kshs. in the past 6 months of 2019

Oppo dominates the mobile ad spends with Huawei and Infinix lagging behind

Top 5 Brands (SOE%)



TAKE OUT

17 Brands rolled out **58** campaigns using **15** ad formats worth **41.3** million Naira in the last 6 months this year.

Competitive market with Nokia edging Tecno and Samsung in the top 5 brands

Digi Nugget : Nigerian brands are more competitive and spend more with a different dynamic in Kenya where Oppo dominates spends



AirEngine Wi-Fi 6 Powered by Huawei 5G

All-Connected, On-Demand, Always-On

Discover Now




AirEngine Wi-Fi 6 Powered by Huawei 5G
All-Connected, On-Demand, Always-On

Discover Now



oppo

OPPO Reno2 F

Quad Camera, Difference in a Click

New Arrival



OPPO Reno2 F

Quad Camera, Difference in a Click

New Arrival

SHOP

UP TO
40%
DISCOUNTS



NEON NOVA

NOW **3,999** + 2,000 BONGA POINTS
WAS ~~5,999~~

BUY NOW



Comparative Analysis – Top 10 Brands



1st July – 17th Dec. 2019

Brands	Spends	SOE	Active Cams	New Cams	Ad Formats
Oppo	4,850,000	55.75	25	24	8
Safaricom	900,000	10.34	7	6	7
Huawei	650,000	7.47	7	7	6
Jumia	650,000	7.47	4	3	3
Infinix	400,000	4.60	4	4	3
Nokia	400,000	4.60	5	4	4
Google	200,000	2.30	1	1	2
TECNO Mobile	200,000	2.30	3	3	4
Amazon.com	100,000	1.15	1	1	1
Apple Inc.	100,000	1.15	1	1	1

Nokia and TECNO have had more campaigns among the next 5 brands



1st July – 17th Dec. 2019

Brands	Spends	SOE	Active Cams	New Cams	Ad Formats
Nokia	8,832,250	21.40	9	6	7
TECNO Mobile	7,390,250	17.90	11	10	7
Samsung	4,866,750	11.79	10	7	6
Glo (Globacom Limited)	3,965,500	9.61	3	3	3
Huawei	3,785,250	9.17	5	5	5
Oppo	3,424,750	8.30	4	3	4
Gionee Communication Equipment Co. Ltd	2,523,500	6.11	3	3	1
ngalaba.com	1,081,500	2.62	1	1	1
WhoGoHost Limited	901,250	2.18	1	1	2
iNigeria	901,250	2.18	2	1	2

Oppo and Gionee are the other active brands within the top 10

Digi Nugget : Different strategies at play for brands like Oppo. Would be great to check how much does brand advertising convert into sales?



NOKIA

Dramatic color and clarity with Nokia 6.2

Pre-order Now >

NOKIA

Dramatic color and clarity with Nokia 6.2



Pre-order Now >

Apple
iPhone 6s
SARUK.CO.KE

~~20,000~~
12,999/=

shop now >>

BLACK FRIDAY SALE

Infinix

HOT 8 | HOT 8 LITE

6.6" HD+ WATERDROP DISPLAY

Buy Now



Infinix

EMPOWERED & BIGGER



HOT 8 | HOT 8 LITE

Buy Now

Share of Spends – Sub Brand Analytics



SOE - Brand	SOE - Sub-brand	SOE - Category	SOE - Sub-category	SOE - Website	SOE - Agency			
Sub-brand	Jul-2019	Aug-2019	Sep-2019	Oct-2019	Nov-2019	Dec-2019	Line Total	SOE (%)
Oppo Reno 2	0	0	0	0	850,000	3,650,000	4,500,000	51.72
Safaricom Shop	450,000	250,000	0	0	0	0	700,000	8.05
Anniversary Sale	550,000	0	0	0	0	0	550,000	6.32
Huawei Wi-Fi 6	0	0	0	50,000	150,000	150,000	350,000	4.02
Hot 8 Lite	0	0	100,000	100,000	50,000	0	250,000	2.87
Google Play	0	0	0	100,000	100,000	0	200,000	2.30
Masoko	0	100,000	0	50,000	0	0	150,000	1.72
Y9s	0	0	0	0	50,000	100,000	150,000	1.72
P30 Series	0	0	0	100,000	50,000	0	150,000	1.72
Galaxy	50,000	0	50,000	0	0	0	100,000	1.15
FoneXpress	0	0	0	50,000	50,000	0	100,000	1.15
iPhone X	100,000	0	0	0	0	0	100,000	1.15
Amazon.ae	0	0	100,000	0	0	0	100,000	1.15
Camon 12 Series	0	0	0	50,000	50,000	0	100,000	1.15

Digi Nugget : Insightful read into what sub-brands are being pushed by each master brand in Kenya with Oppo Reno 2 leading in December.

Share of Spends – Sub Brand Analytics



SOE - Brand	SOE - Sub-brand	SOE - Category	SOE - Sub-category	SOE - Website	SOE - Agency				
Sub-brand	Jul-2019	Aug-2019	Sep-2019	Oct-2019	Nov-2019	Dec-2019	Line Total	SOE (%)	
Nokia 2.2	1,802,500	2,163,000	1,442,000	0	180,250	0	5,587,750	13.54	
Galaxy	2,163,000	1,081,500	1,442,000	0	180,250	0	4,866,750	11.79	
Glo (Globacom Limited) (L1)	2,884,000	0	1,081,500	0	0	0	3,965,500	9.61	
Camon 12 Series	0	0	360,500	1,982,750	721,000	0	3,064,250	7.42	
Y9 Prime 2019	2,163,000	540,750	0	0	0	0	2,703,750	6.55	
Phantom 9	1,081,500	180,250	180,250	0	0	0	1,442,000	3.49	
Oppo A9	0	0	180,250	901,250	360,500	0	1,442,000	3.49	
Nokia 7.2	0	0	0	0	1,261,750	0	1,261,750	3.06	
Spark 4	0	0	0	0	1,081,500	0	1,081,500	2.62	
ngalaba.com (L1)	0	540,750	540,750	0	0	0	1,081,500	2.62	
Gionee X2	0	0	360,500	540,750	0	0	901,250	2.18	
iNigeria (L1)	0	0	0	0	901,250	0	901,250	2.18	
WhoGoHost Limited (L1)	0	0	0	360,500	540,750	0	901,250	2.18	
Gionee M7 Lite	901,250	0	0	0	0	0	901,250	2.18	

Digi Nugget : In Nigeria, Nokia 2.2 and Nokia 7.2 versions were quite active. First 2 weeks into December 2019 were relatively quiet.

Website Channel Analytics – Top 10 Sites



1st July – 17th Dec. 2019

SOE - Brand	SOE - Sub-brand	SOE - Category	SOE - Sub-category	SOE - Website	SOE -
Website	Jul-2019	Aug-2019	Sep-2019	Oct-2019	
ads by google	350,000	0	200,000	450,000	
kenyans.co.ke	50,000				
ghafia.com	200,000				
kenyamoja.com	0	0	0	0	
youtube.com	0	200,000	50,000	150,000	
businessdailyafrica.com	150,000	50,000			
standardmedia.co.ke	150,000	0			
nation.co.ke	150,000	50,000			
Eskimi DSP	100,000	0			
mpasho.co.ke	0	0			

SAMSUNG Galaxy A70
Stay on top of your business with a longer-lasting battery*
[LEARN MORE](#)
*Battery life dependent on usage. Ts & Cs apply.

SAMSUNG Galaxy A70
[LEARN MORE](#)
*Battery life dependent on usage. Ts & Cs apply.



1st July – 17th Dec. 2019

SOE - Brand	SOE - Sub-brand	SOE - Category	SOE - Sub-category	SOE - Website	SOE -
Website	Jul-2019	Aug-2019	Sep-2019	Oct-2019	
ads by google	2,523,500	180,250	721,000	1,261,750	
Eskimi DSP	2,343,250	0	1,081,500	0	
businessday.ng	1,081,500	901,250	540,750	0	
tooxclusive.com	540,750	721,000	721,000	0	
youtube.com	540,750	540,750	721,000	180,250	
dailypost.ng	721,000	180,250	0	721,000	
naijaloaded.com.ng	540,750	540,750	721,000	360,500	
goal.com	1,261,750	0	0	0	
bellanaija.com	180,250	360,500	360,500	0	
legit.ng	721,000	180,250	0	0	

Digi Nugget : Ads by google is the preferred channel for smartphone advertisers with a higher preference for Eskimi DSP in Nigeria

Happy Holidays

From us at ONES & ZEROS



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