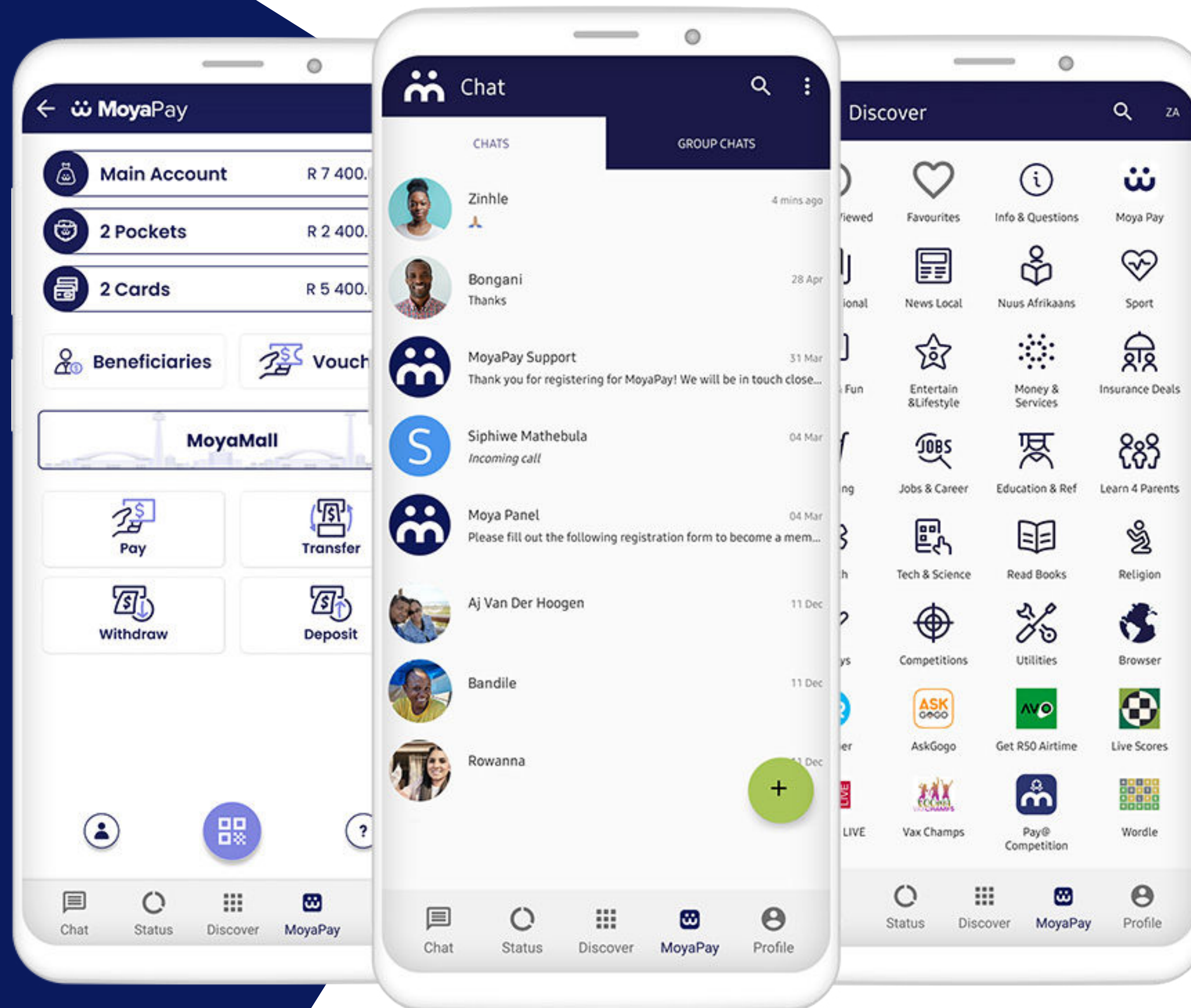**MoyaApp**

Media Rate Card

MoyaApp

Offers instant digital reach for the South African Mass market.

MoyaApp is a super-app that offers #datafree messaging and a wide range of #datafree digital content millions of daily active users in South Africa.

MoyaApp bridges the gap between the digital world and the mass market allowing users to send and receive messages, browse + 300 apps & websites on Discover or transact on MoyaPay without mobile data or airtime.
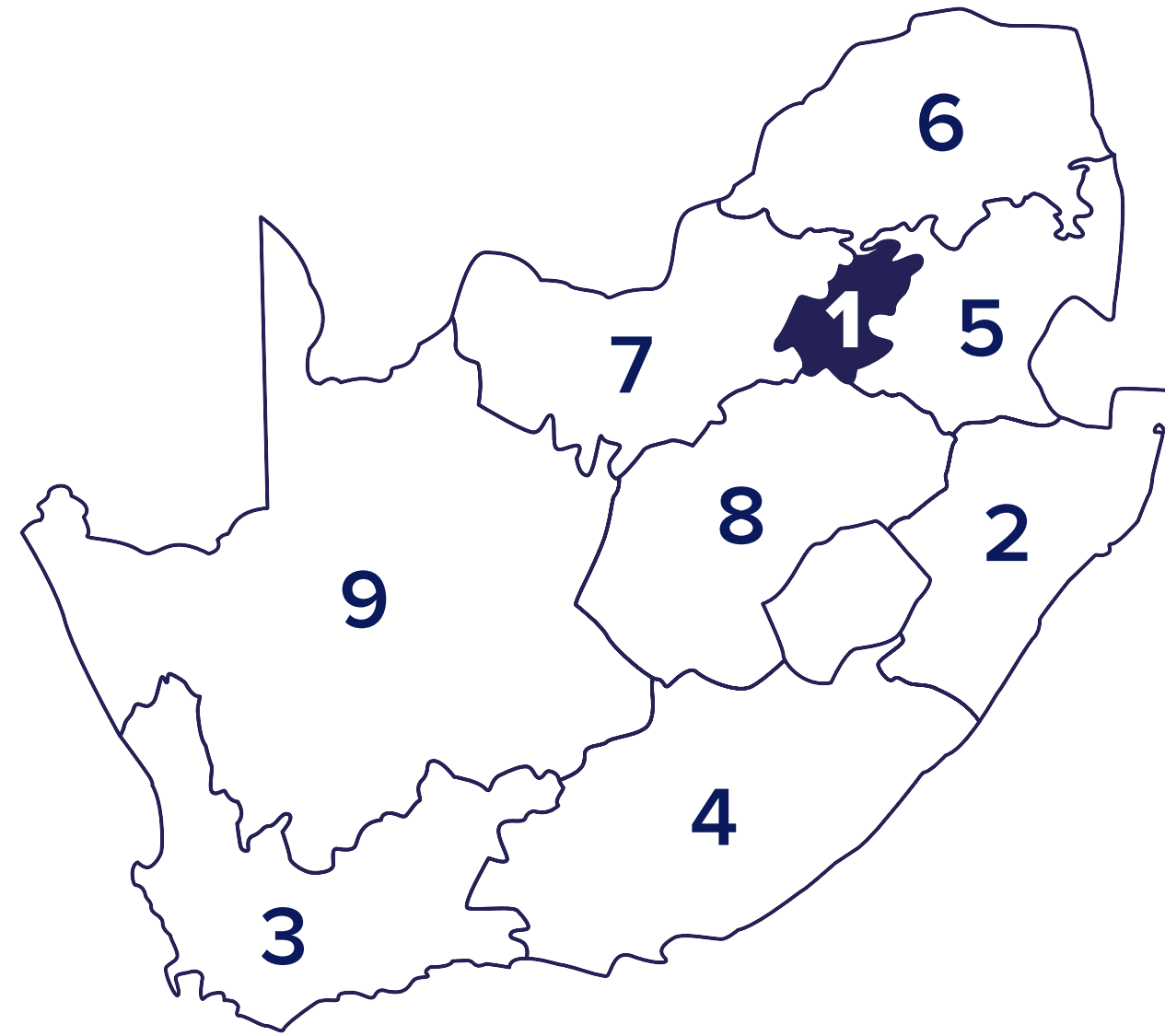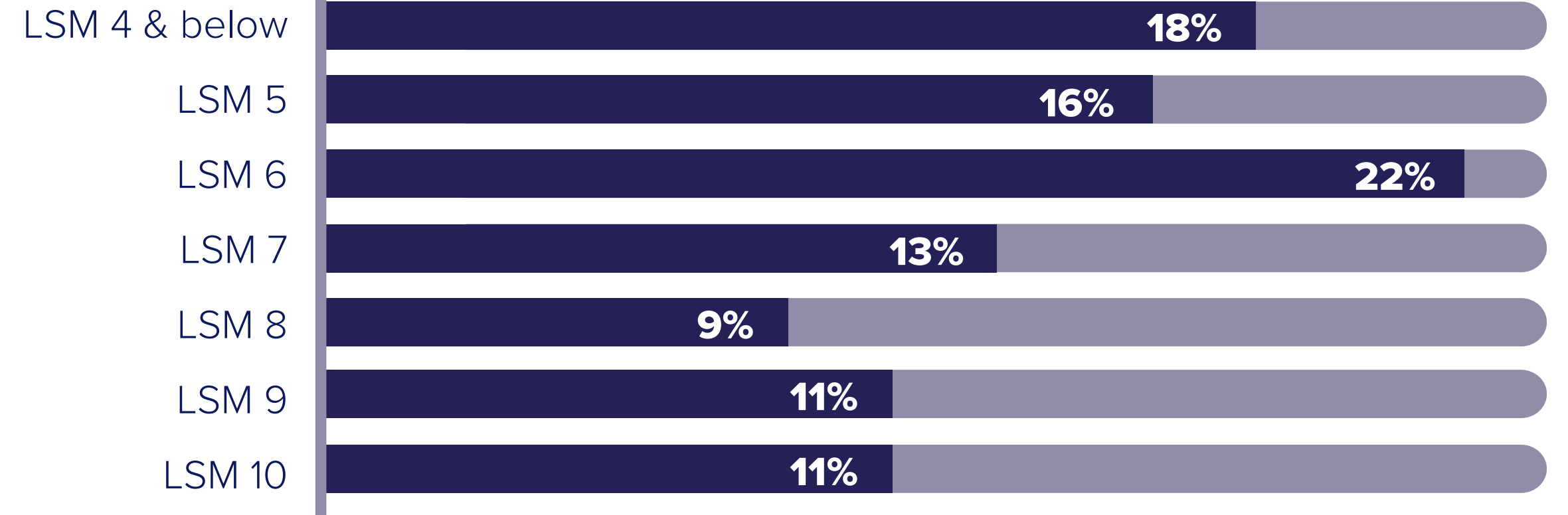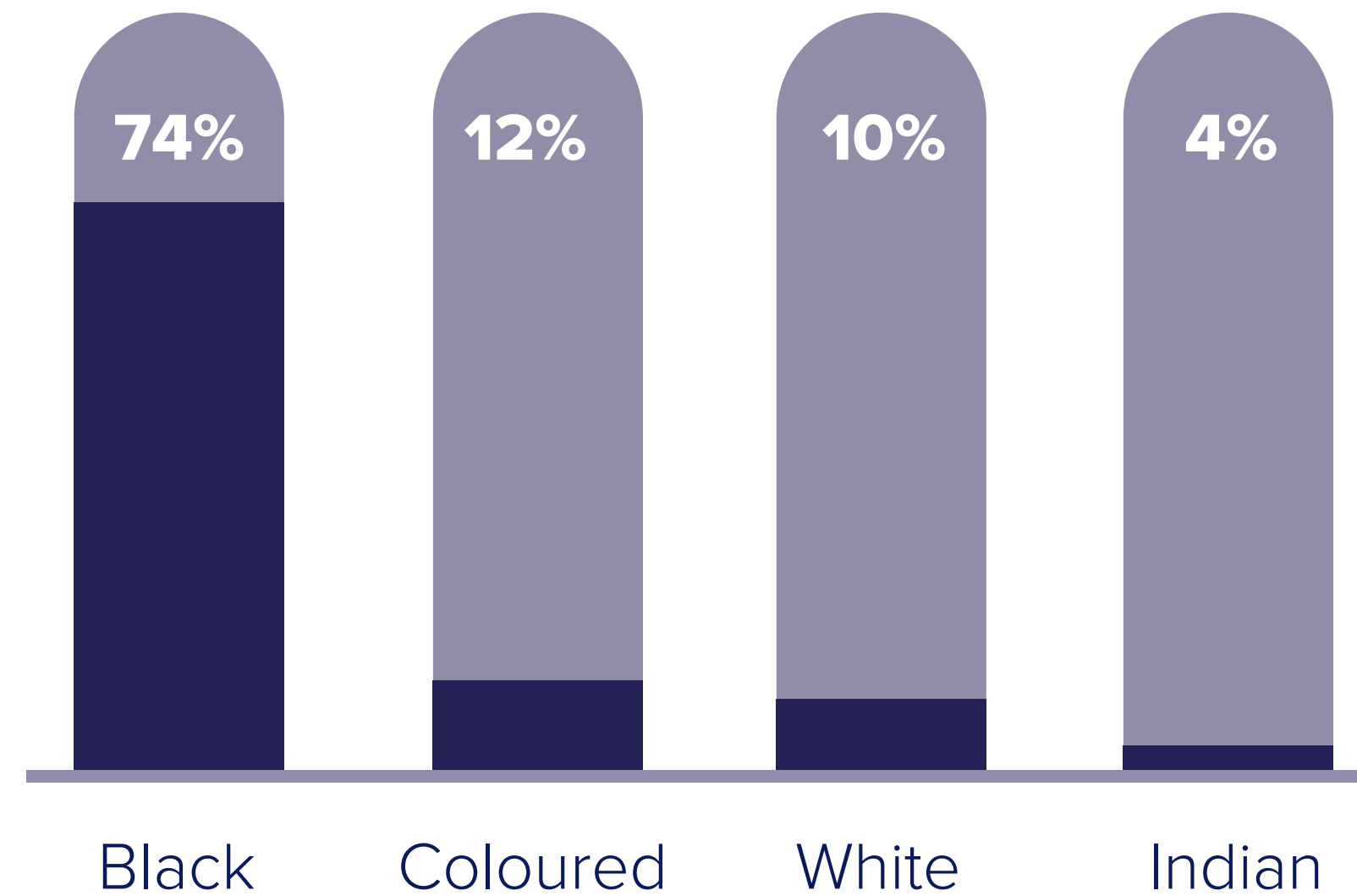
Statistics

Gender:
53% Female • 47% Male

Province

1. Gauteng **35%**
2. Kwazulu Natal **19%**
3. Western Cape **14%**
4. Eastern Cape **7%**
5. Mpumalanga **6%**
6. Limpopo **6%**
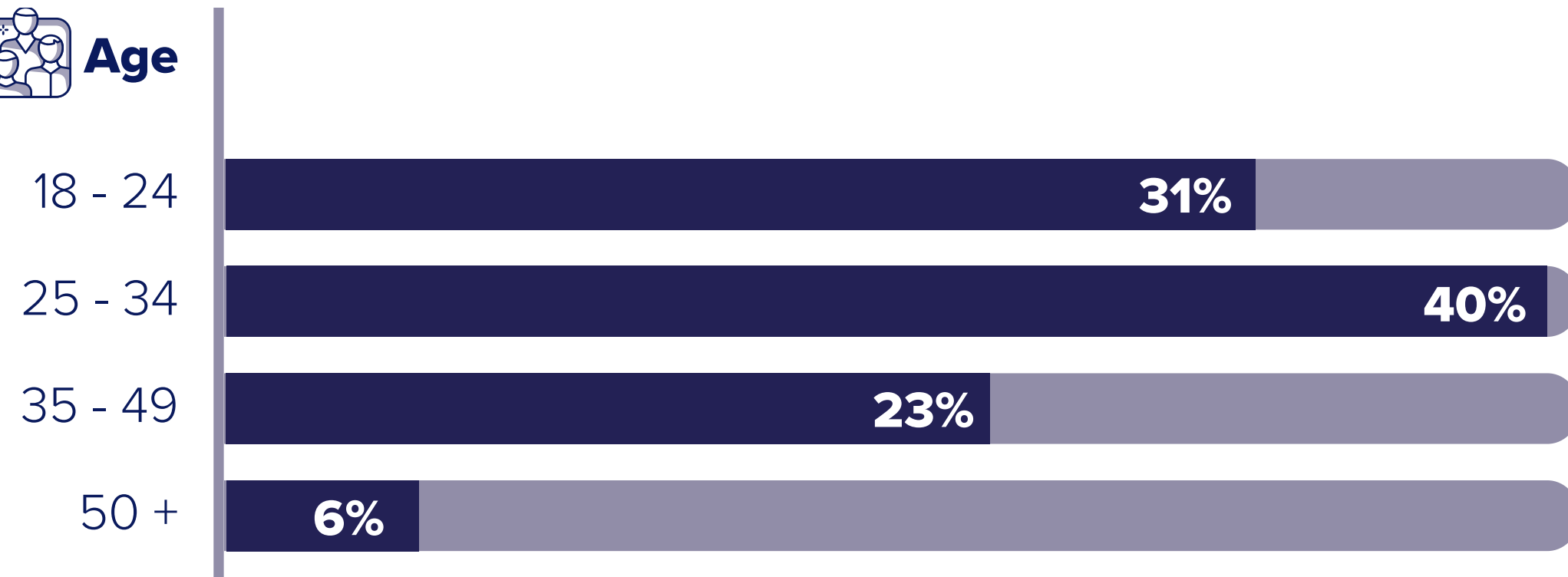7. North West **6%**
8. Free State **5%**
9. Northern Cape **2%**

Age

- 18 - 24 **31%**
- 25 - 34 **40%**
- 35 - 49 **23%**
- 50 + **6%**

LSM

- LSM 4 & below **18%**
- LSM 5 **16%**
- LSM 6 **22%**
- LSM 7 **13%**
- LSM 8 **9%**
- LSM 9 **11%**
- LSM 10 **11%**

Ethnicity

- Black **74%**
- Coloured **12%**
- White **10%**
- Indian **4%**

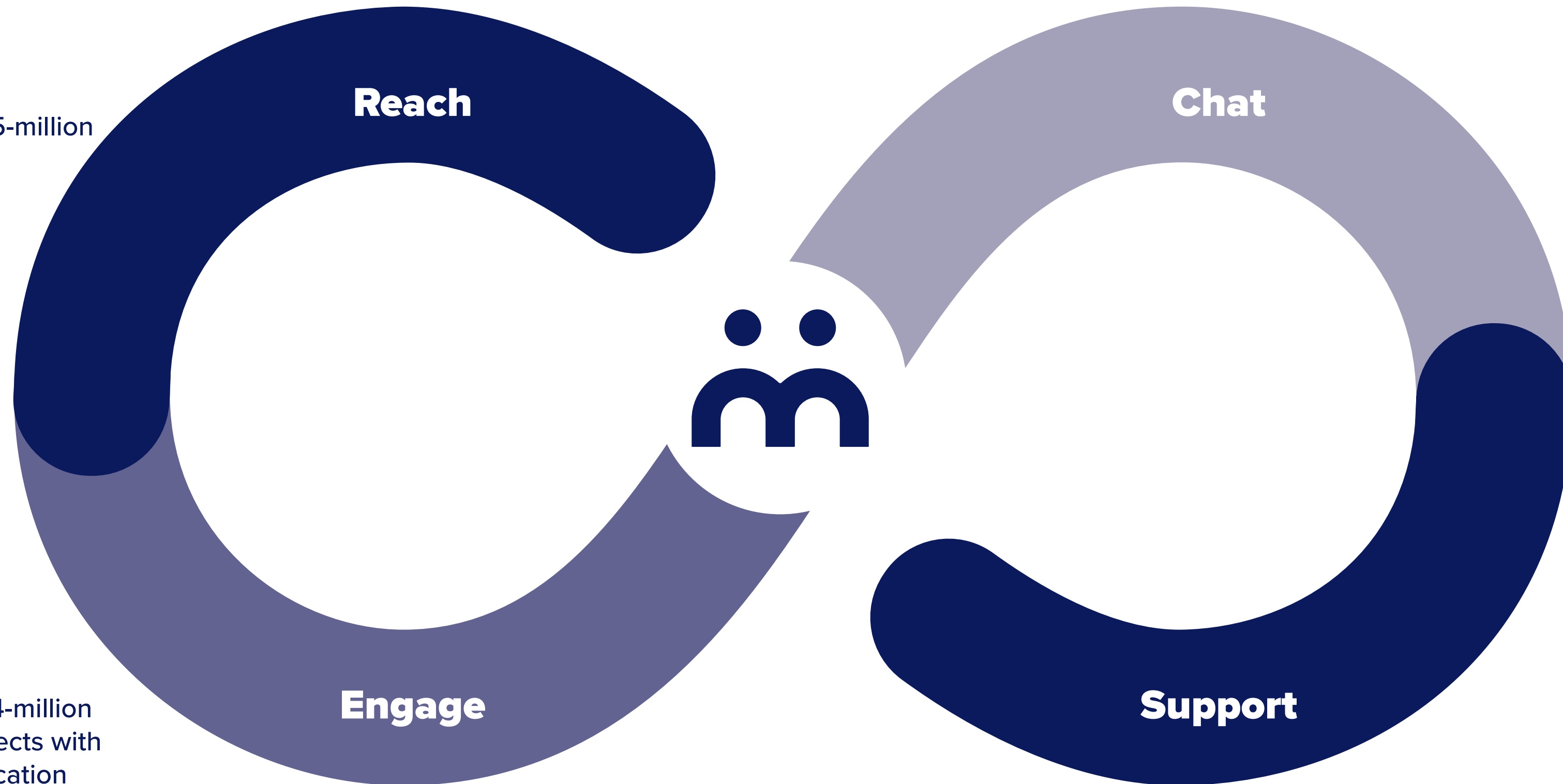**Spend:**
R10 billion p/m

Services

User Journey

VideoAds

Capture the attention of up to 6.5-million highly engaged South Africans, predominantly in the mainstream SEM 4-7 mass-market audience.

Reach

Chat

BusinessAPI

Chat with prospects and customers or run up sell/cross sell promotions at a fraction of the cost of existing mobile channels.

Discover

Identify customers in MoyaApp Discover from MoyaApp's up to 4-million daily active users. Engage prospects with promotions, marketing communication & special offers.
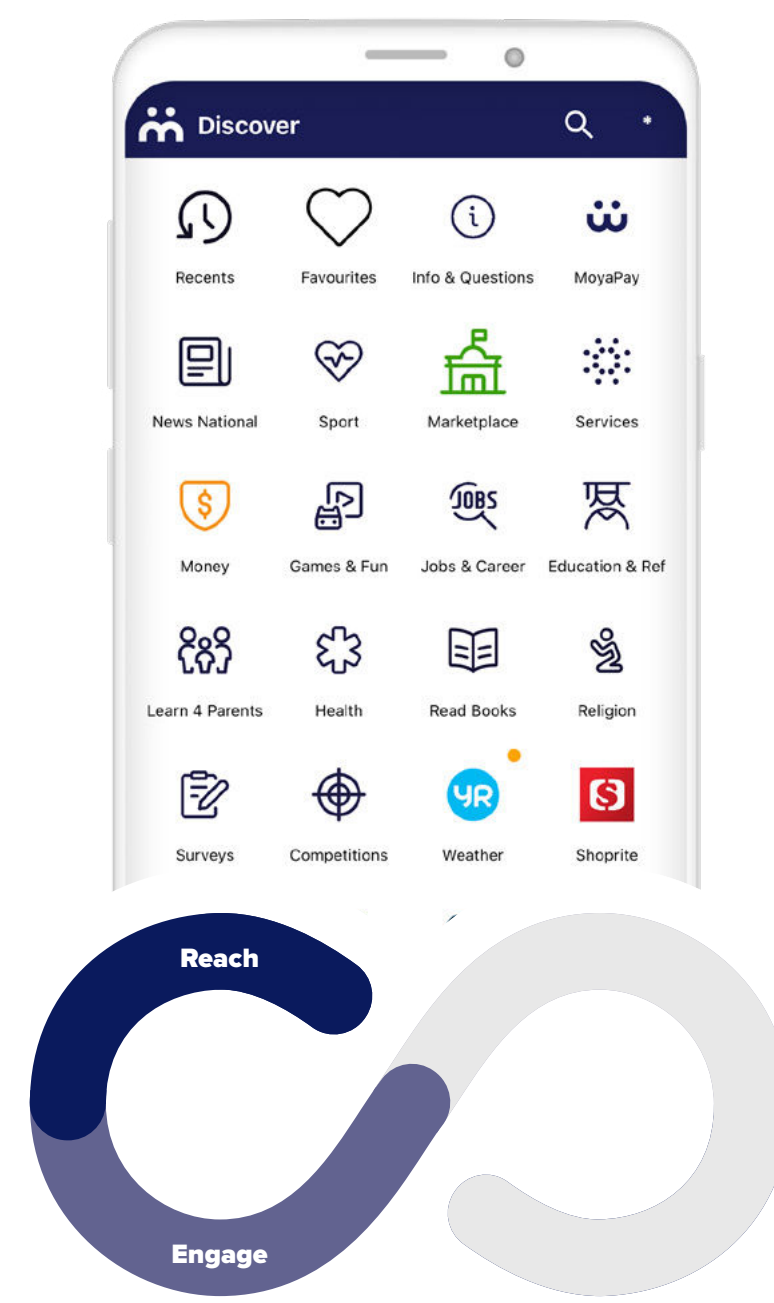
Engage

Support

BusinessAPI

Service and support existing customers utilising Moya Business Chat API by adding an additional chat account, available to customers #datafree, across all 4 networks.
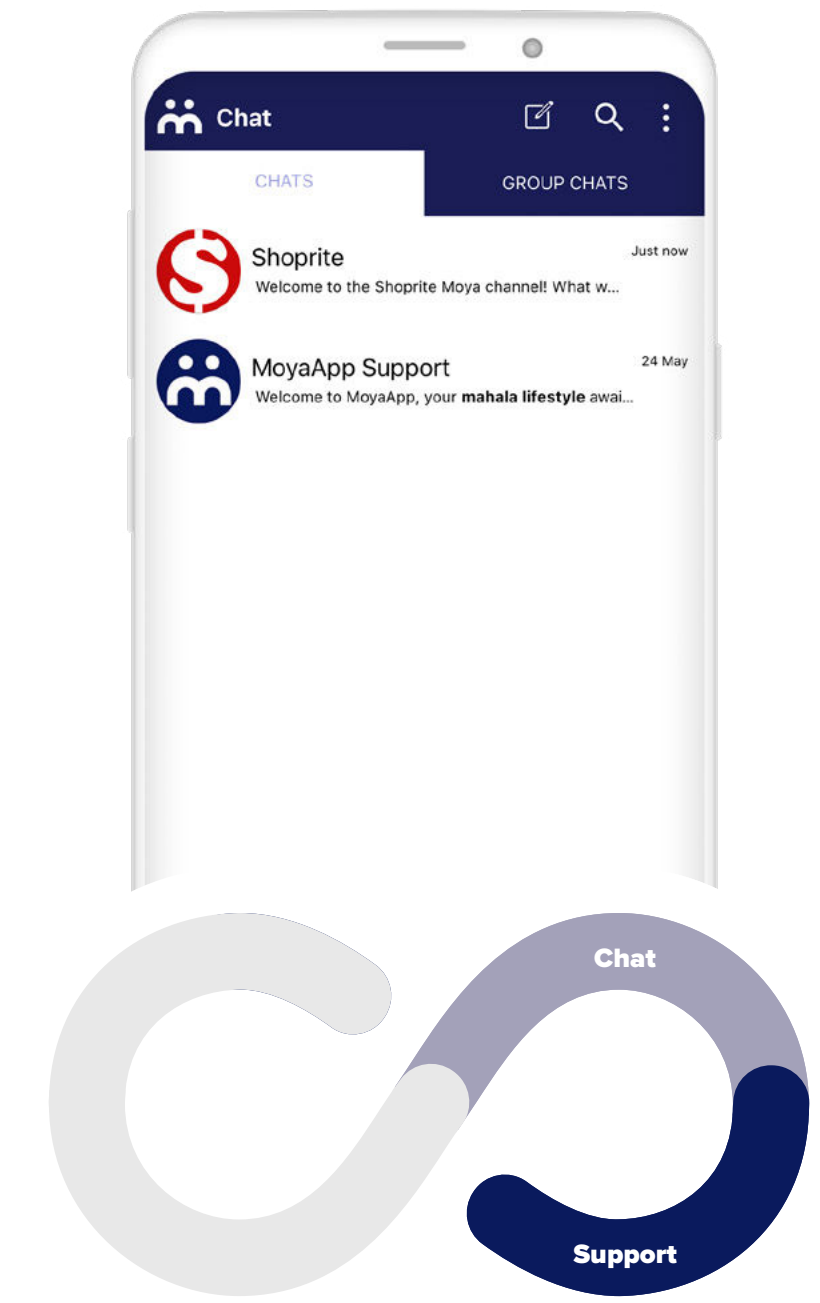
VideoAds

Full Screen video ads, short length deliver high view completion rates with exceptional impact and engagement. #datafree eradicates the data cost barrier. Consumers incur NO DATA COST to view vertical Instagram Style, 10-second, full screen, pre-loaded instant-play video ads.

Discover

Reach and engage a mobile first audience of up to 4 million daily active users in South Africa. Run unique brand awareness activities, opt-in offers and promotions with much higher user engagement than other platforms, because it's #datafree.
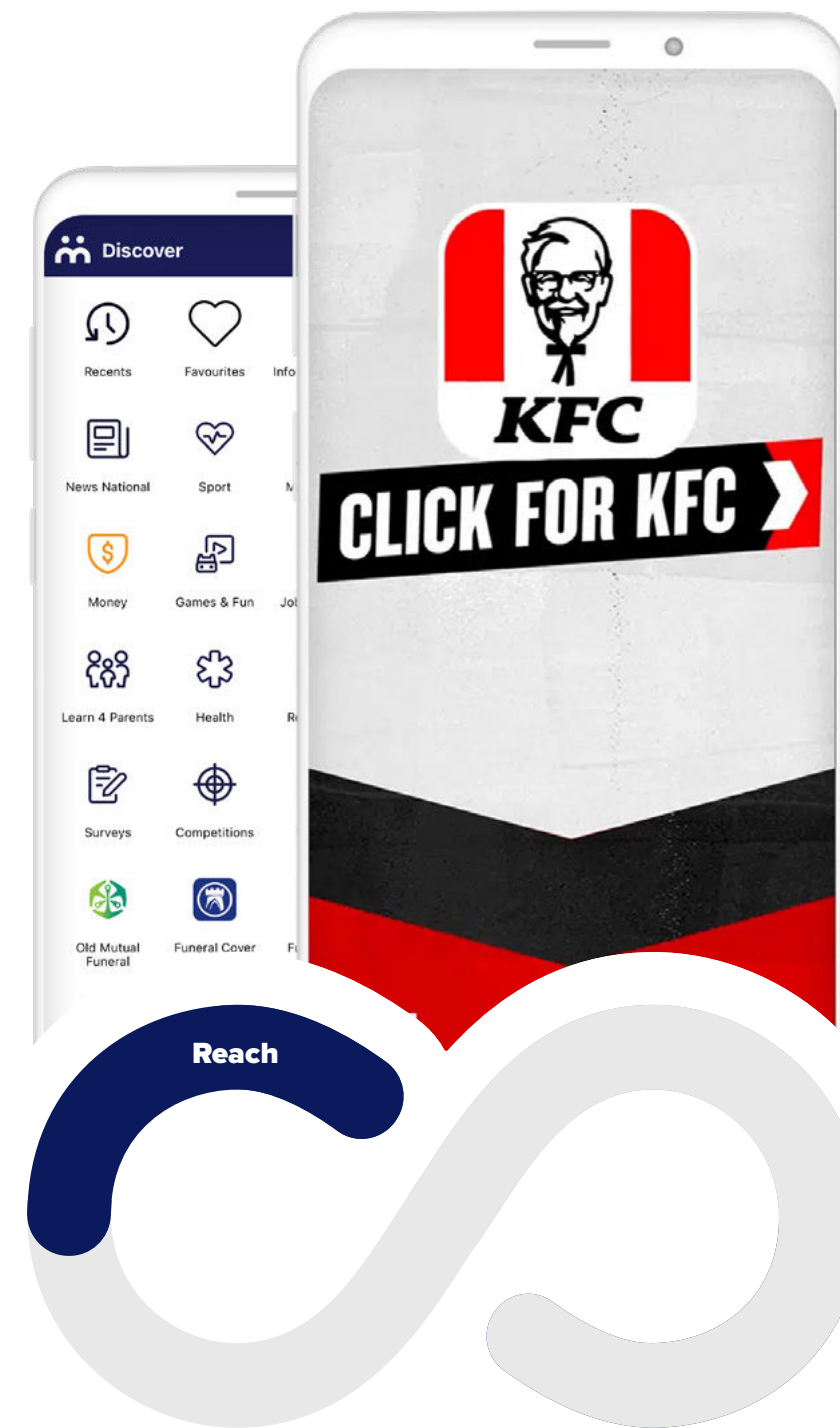
BusinessAPI

Engage your users, through opt-in MoyaApp chat messaging. Users receive and reply to messages or bot integrations #datafree. Send individual or broadcast messaging with links to #datafree content, offers and promotions.
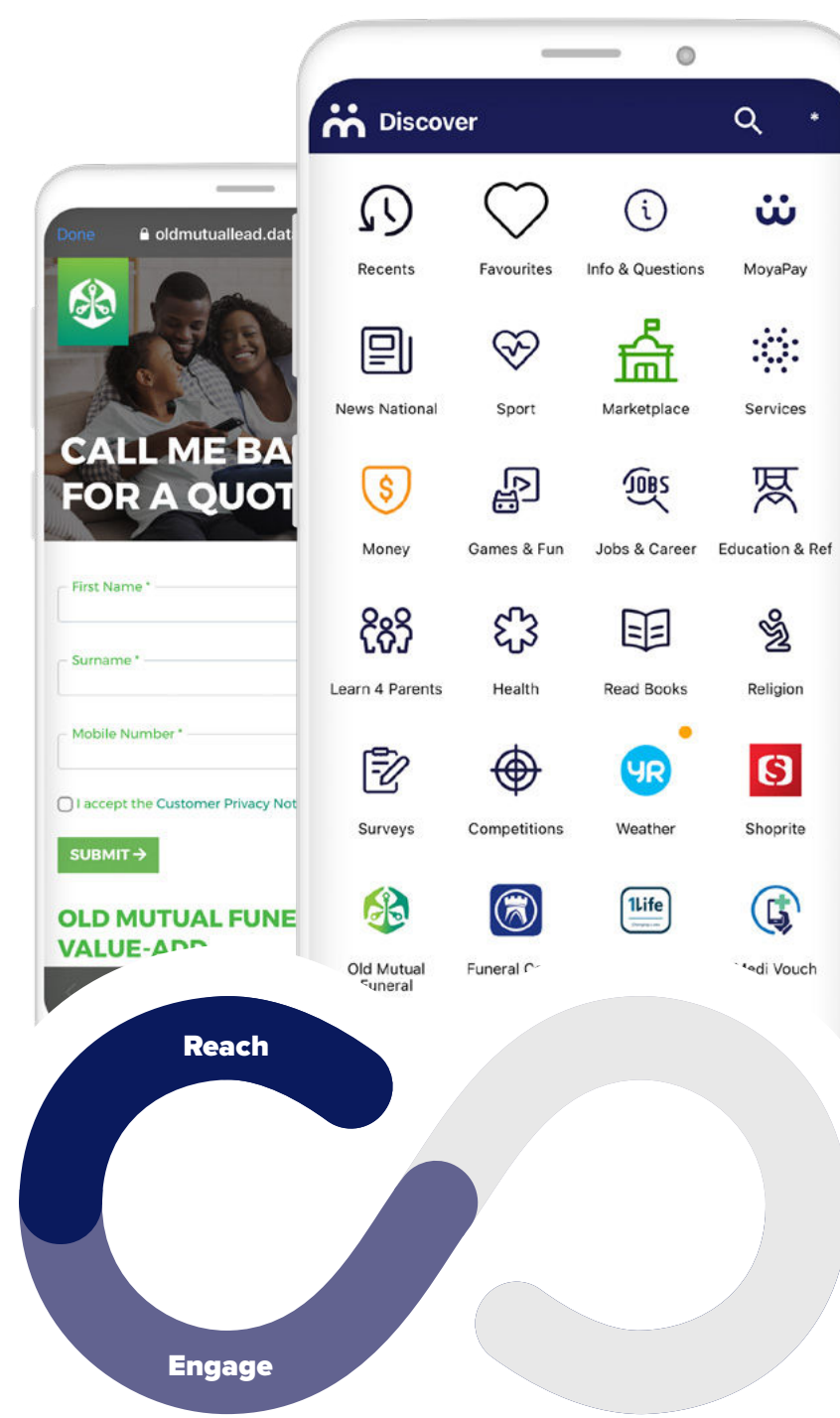
Rate Card

VideoAds

#datafree Video

Cost per View
R1.50 (Complete)
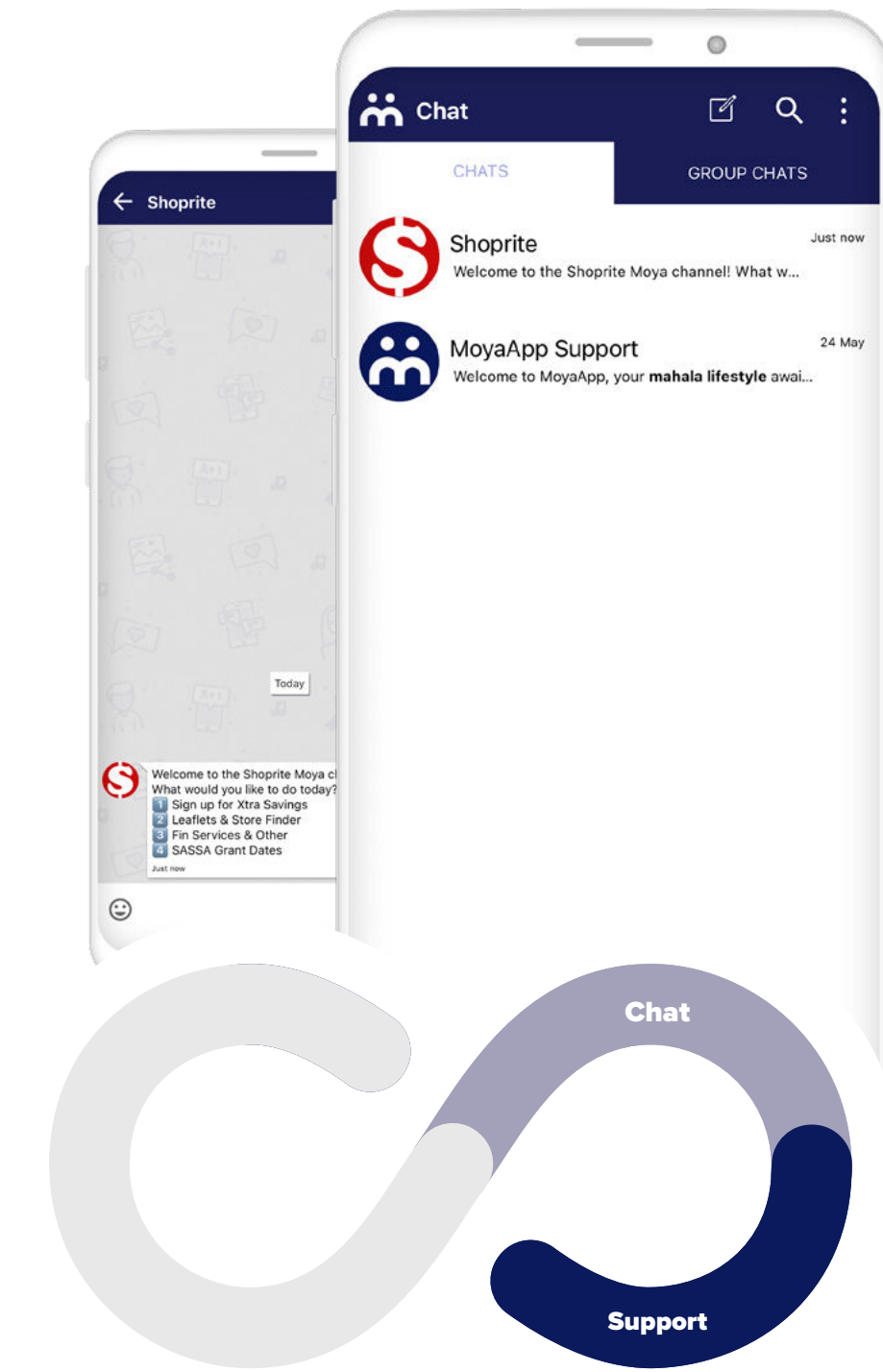
Cost Per Click
R1.80

Discover

#datafree Data usage

Campaign based
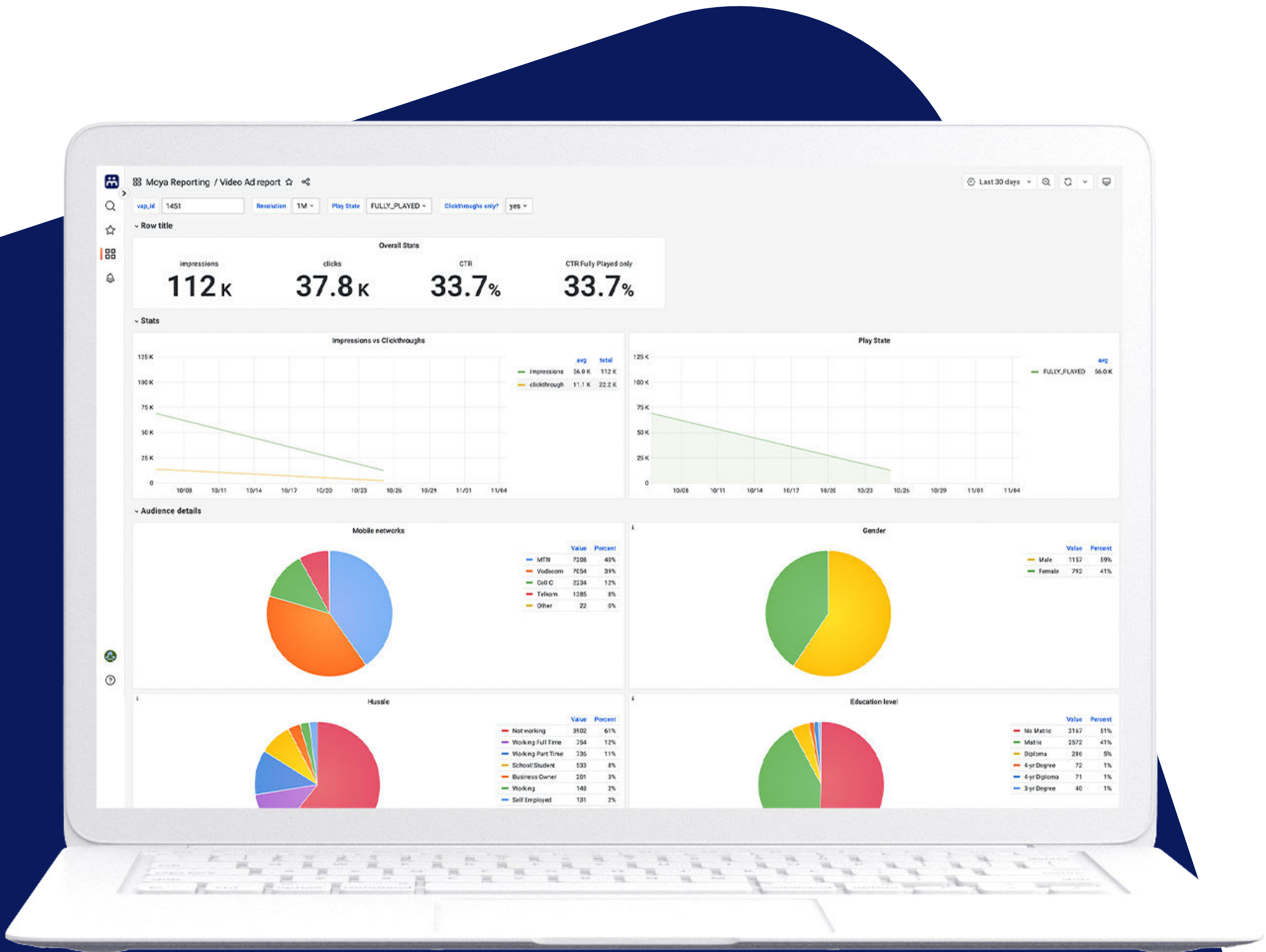**R0.25** p/mb

Always-on
R0.16 p/mb

BusinessAPI

Messages Delivered

Campaign based
R0.15 p/msg

Unlimited messages
R0.40 p/MAU

Industry leading results

Quicker Reach	Better Click Throughs	Higher Conversions
DAU > 50%	**10 - 20% CTR**	**+4% CVR**
of MAU	compared to 1 - 5%	compared to 1 - 2%

Reporting

Our reporting platform provides detailed insights and metrics, allowing brands to review performance against plan: impressions, click throughs, complete views, opt-ins and message delivered.

MoyaApp

info@moya.app • www.moya.app

Contact Us