



VVAL
REAL ESTATE



VVAL REAL ESTATE PROMOTING BRAND
ALEX KEYA INGAIZA

Targeting High Traffic From Campaigns & Affiliates

Google Analytics Monthly Data

Mobile Web

92 %

Desktop

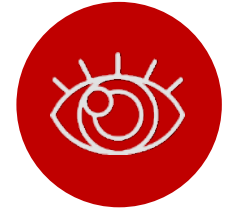
8%



6,500,000 +
UNIQUE
USERS



26,000,000 +
SESSIONS



83,000,000 +
PAGE VIEWS



82 %
RETURNING
VISITORS



00:06:33
AVERAGE
SESSION



3,200,000 +
TOTAL
SOCIAL FANS

Benefits



VAAL
REAL ESTATE

Reach

One of the largest online advertising partners in Kenya and Diaspora

Analytics

Ad campaigns real time analytics for data driven decisions

Competence

Marketing specialists certified by Google and Facebook

Transparency

Treating clients with respect and honesty in payments , thus build brand.

What makes us unique and value to Vaal business.

Innovation

Unique advertising tools and technology, Native content expertise

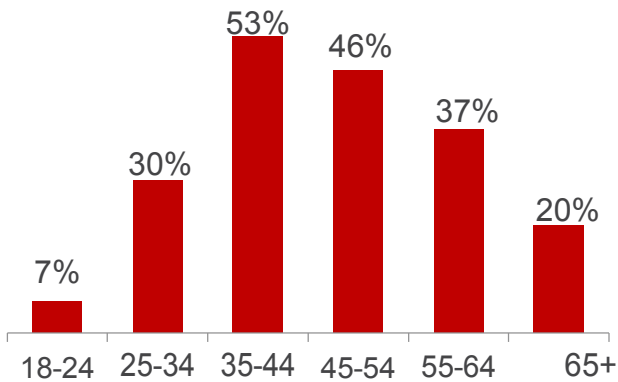
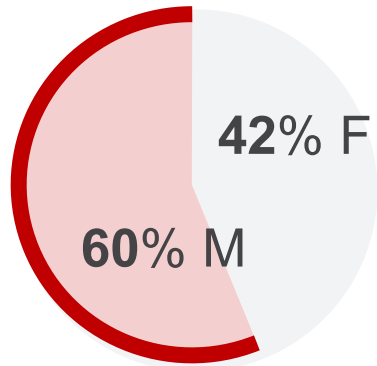
Expertise

Global partnerships in media and marketing with Industry Leaders

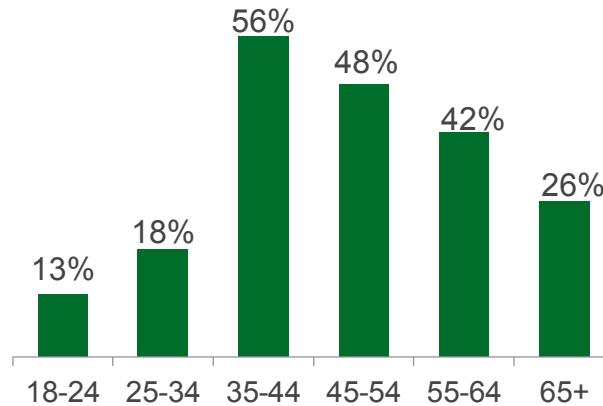
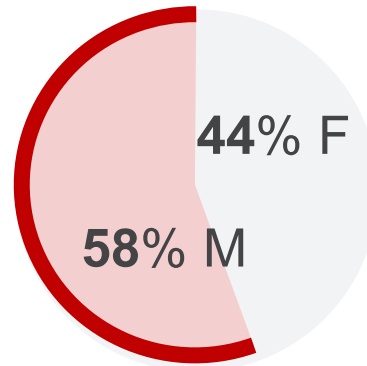
Target Audience

Entrepreneurs, Tourists , Expatriates and Diaspora Visitors Class Adults

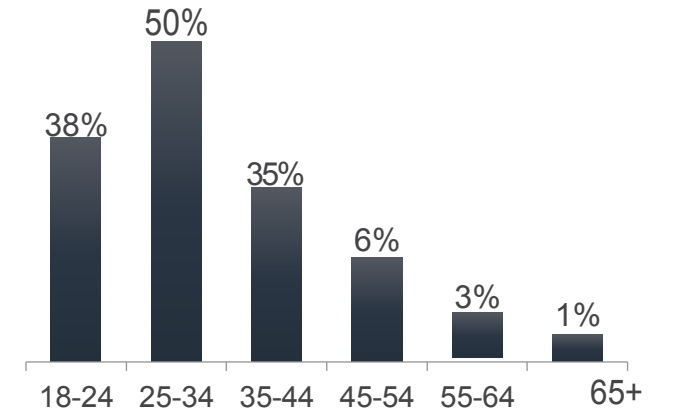
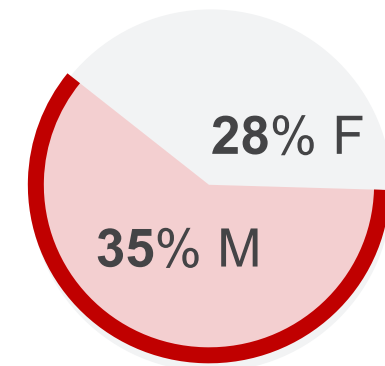
Web



Application



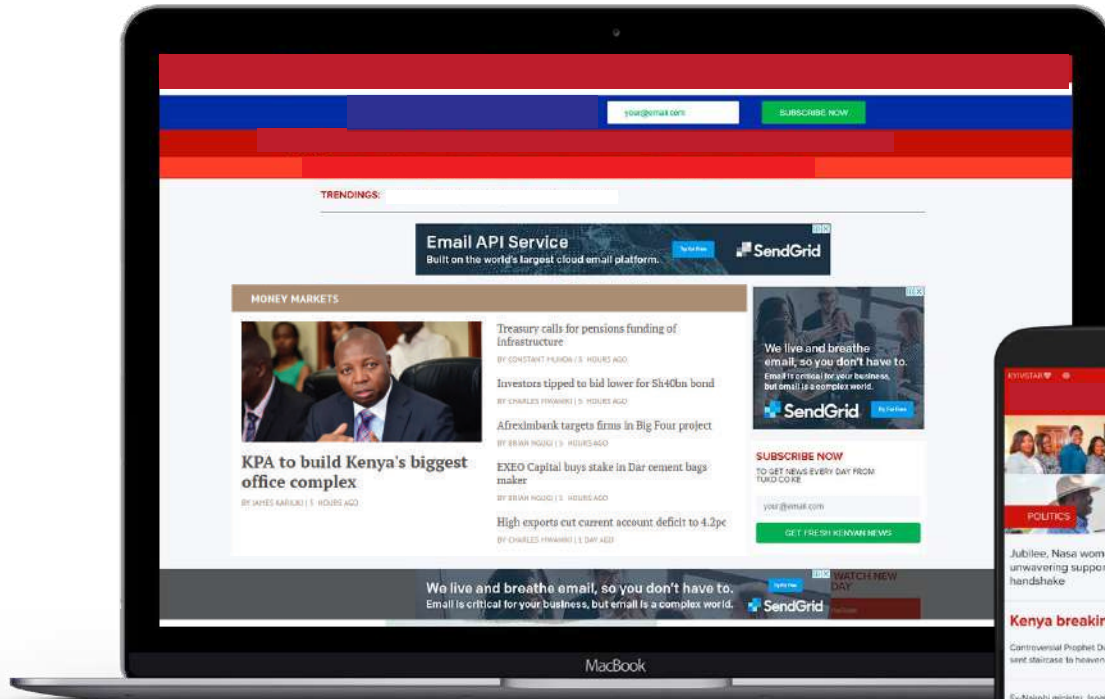
Facebook



Targeting Opportunities

E.g Buy & Sale sites, i.e Olx, Buy rent Kenya,

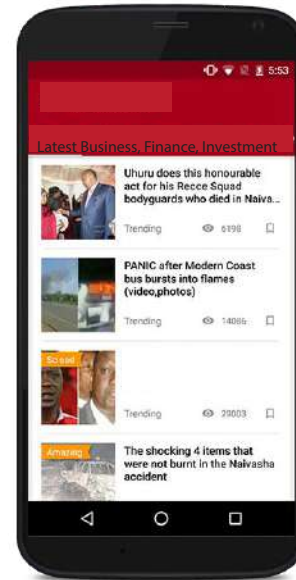
Plot sales, Business & Local sites like Tuko for Brand awareness.



Desktop or Mobile web



Mobile App



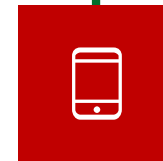
Content,
browser



Operation
system



Geolocation



Devices, IP
addresses



VAAAL
REAL ESTATE



buyrentkenya.com
it's that simple

VAAAL REAL ESTATE

Promotional plan for Vaal

- Display advertising to build high and massive awareness.
- App format- to push native content and display awareness.
- Videos to provide closer contact with audience
- Native articles to enhance conversation and engagement about the brand.



Vaal Real Estate Advertising Formats

01

Display Banners (web & application)

Choose display formats to support brand awareness and image. Sufficient impressions volume ensure break through the ad clutter.

02

Rich Media

Choose Rich Media to catch consumer's attention and bring engagement to your advertising campaign and enjoy high CTR rate.

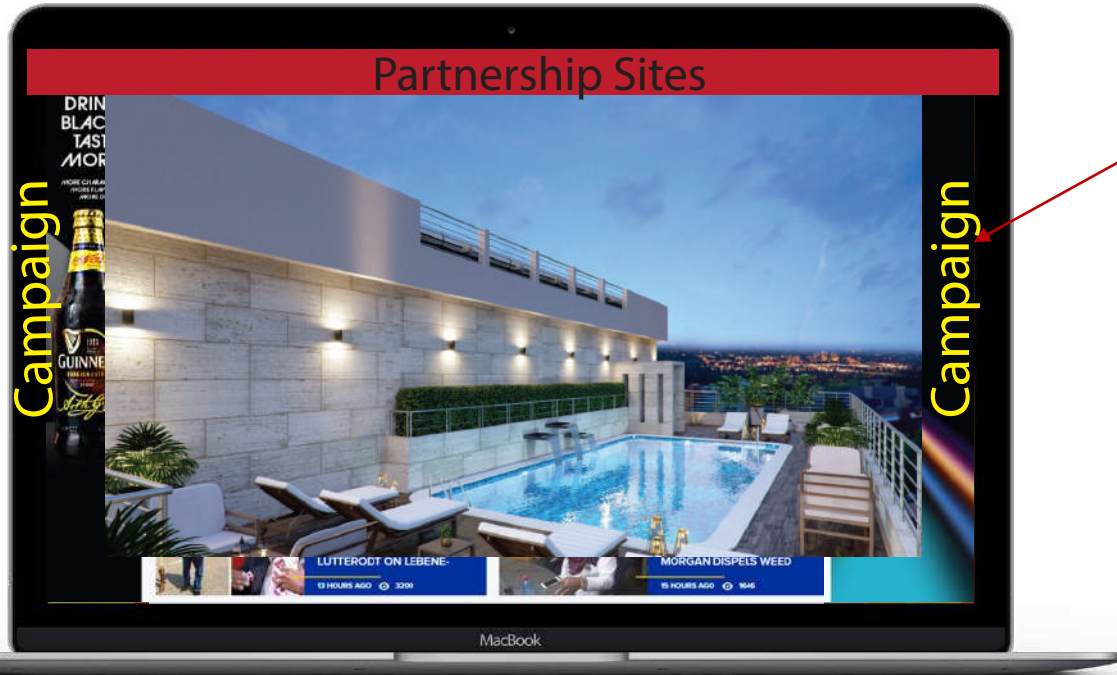
03

Social Media Placement

Provide additional engagement and social buzz for your brand. Various thematic groups are available for placement.

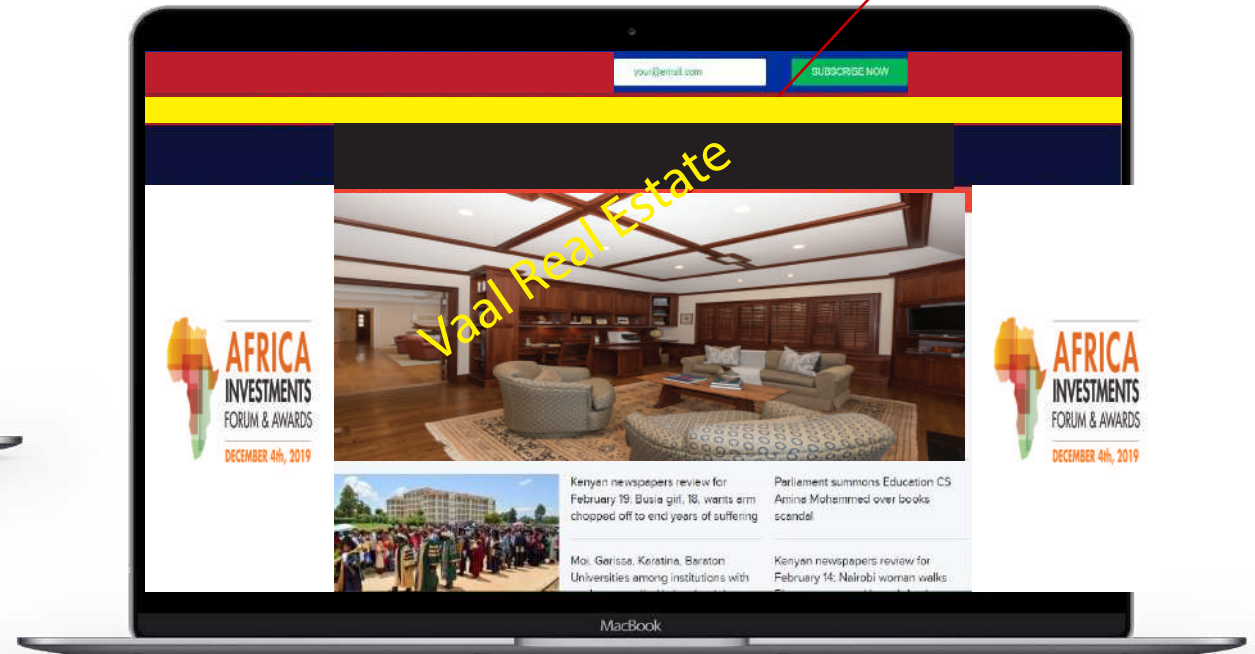
Standard advertising solutions: branding & Homepage top Banner

- Branding is highly visible tool to support brand image and get solid brand awareness



Ads Branding

Top leader board





Mobile inventory: up to 36 million impressions per month

The most visible formats to build fast awareness and conversions for static banners



Mobile Top Banner

30MM of monthly impressions

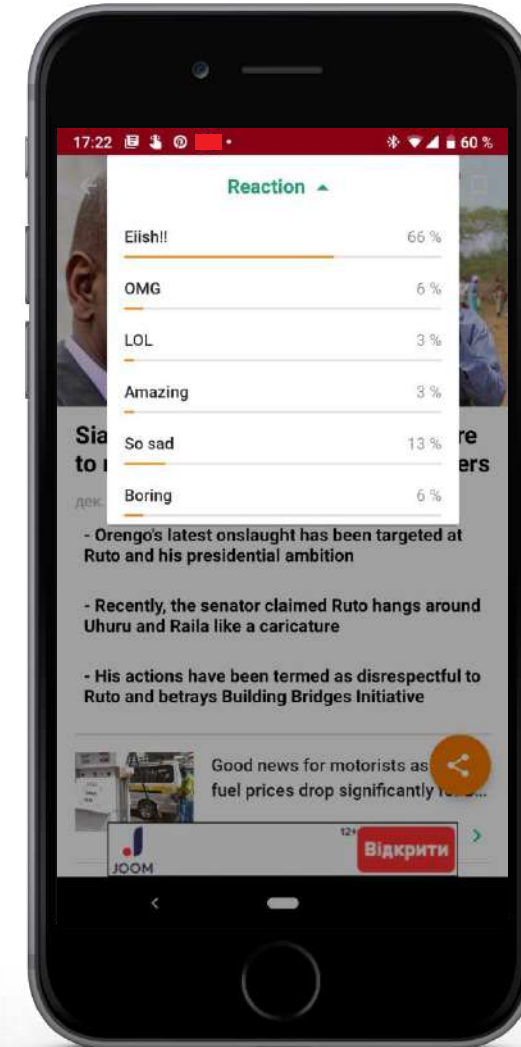
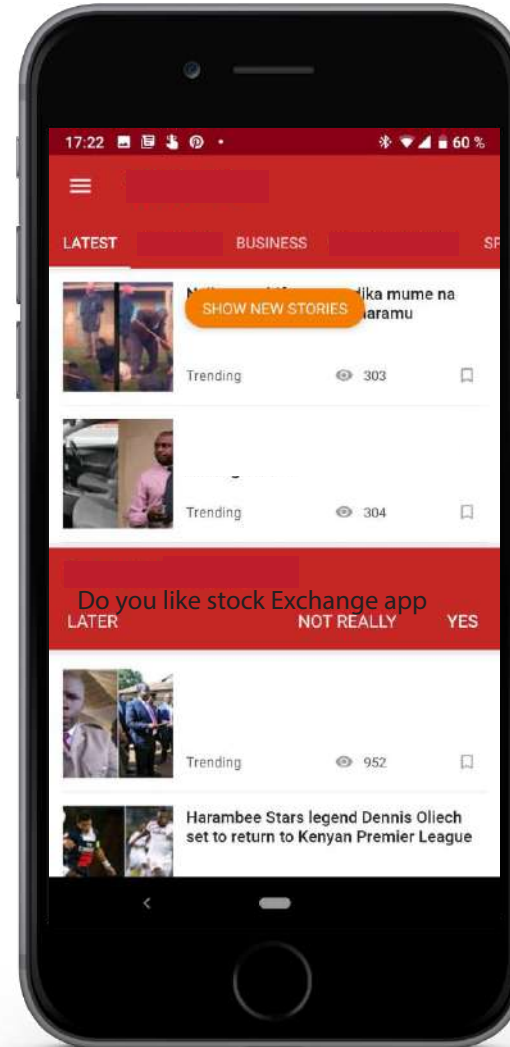
Placement in Applications

For More than 2 500 000 installs like business & News apps e.g Business daily

- Application is a convenient way to get the latest news and updates even offline.
- Simple design and native ad formats provide the best readers experience.
- Promotion in mobile application suits best for advertising campaigns, targeted to mobile application installs, but also can be used for regular brand promotion campaigns.

APPLICATION FORMATS

Placement in or between the articles to push for high reach, in-text articles Infeed (news feed) first page of APP to generate leads for an article place and increase reach.



Legit Advertising Formats

01

Video Advertising

Choosing video to improve awareness and recognition of vaal campaigns, as video provides closer contact with the audience.

02

PR / Native Content / Special Projects

Create publicity and positive image for Vaal brand. Bring additional value to target audience by choosing native formats.

03

Banner Display

Choosing display formats to support brand awareness and image. Sufficient impression volume ensures break through Ad clutter.

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Looking Forward
To Hear From You!

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