

Ravinsky says that Mediamark is the ideal partner to bring Gumtree's unique value proposition to clients. "Mediamark has strong relationships with the major spenders in South Africa. They represent multiple mediums and brands who serve desirable audiences across the country".

Mediamark MD Werner Lindemann adds: "Mediamark is excited to partner with such a dynamic team and the Gumtree brand, which is a South African icon still going from strength to strength. Gumtree's huge reach and deep targeting capabilities into the SA internet market, together with Mediamark's current channel and audience proposition places us in a unique position to provide advertisers with the right solutions to meet their integrated marketing needs."

According to Ravinsky, "There is no other platform that can create as many opportunities to combine customised audiences as Gumtree can. You can speak to audiences based on actual search criteria: e.g. a search for a Land Rover Discovery, location (Germiston), price range (R350,000 to R450,000) and behaviour (sending a query to a dealership advertising Land Rovers)...or all of the above. The more detailed the data, the better.

Creative solutions

There is a reason why so many advertisers are taking an interest in classifieds. Users aren't visiting the site to passively read content or to be entertained; they are actively browsing for products, replying to ads and doing a price comparison. These users are ready to buy and looking at very specific categories. This allows us to identify specific audience segments, package these and sell to advertisers."

Mark Botha, head of digital at Mediamark weighs in, "Clients are looking for creative solutions to their marketing challenges, and with an audience this large, and targeting capabilities of this extent, Mediamark and Gumtree are well positioned to offer this to them. We will be working hard to help clients make sense of this massive audience and the best way to engage with them."

Ravinsky concludes that the partnership is a game changer, "not only for Gumtree and Mediamark, but for the SA Advertising industry."

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