

Steers attracts 35,600 users of its app

By tapping into the Mxit advertising platforms, Steers has been able to drive 35,600 users to its mobile app through two campaigns - Steers Shake It Up and Steers Mega Ribster that provided above benchmark click rates of 8%.



Andrew Kramer, VP of Sales at Mxit says, "The client has moved into the mobile space early and is reaping the benefits of this mobile social network's ability to engage with the millions of individuals in the mobile space. In the past, advertisers were inexperienced about investing into the mobile category, concerned about technological hurdles and the difficulties of measuring audiences. That hesitation is fading fast, evidenced by brands such as this investing with the company on an on-going basis."

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