

Unpacking Africa's first mobile DSP

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[Adclick Mobile DSP](#) is Africa's first homegrown mobile DSP platform that offers self-serve or managed programmatic advertising services.

Our performance-driven platform is used by advertisers, agencies and trading desks to reach relevant and premium audiences in Africa and beyond through different types of campaigns. The [Adclick Mobile DSP](#) can be used by advertisers across all verticals including financial services, telcos, FMCGs, automotive, lifestyle, entertainment and sports.

The most popular ad formats which have attracted a lot of interest from advertisers are high-impact rich media ad units that enhance campaign effectiveness.

The [Adclick Mobile DSP](#) features include:

- Advanced targeting
- Real-time report
- Premium African inventory
- Advanced audience segmentation
- On-the-fly optimisation
- Easy integration

The benefits of running ads via the [Adclick Mobile DSP](#) include competitive pricing model, lower traffic costs that accrues from real-time bidding and a skilled as well as experienced support team that babysits clients' accounts.

The Adclick Mobile team is driven by a strong understanding of the peculiarities of the African customer and the ecosystem of each country. Its operations are predicated on knowledge and passion for success on behalf of its clients.

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