

Why the smartest marketers choose MyBroadband

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MyBroadband easily outperforms other marketing channels for IT products and services in South Africa, which is why it should be a core part of any marketing campaign.



Software development company Codehesion's latest advertising campaign shows that [MyBroadband](#) and [BusinessTech](#) produced more traffic and leads for the company than all other channels.

The marketing channels used in [Codehesion's](#) campaign included online IT publishers, Google Search, LinkedIn, Facebook, and Twitter.

The campaign's results revealed that online IT publications produced the highest engagement, more web traffic, and more leads than any other channel.

Breaking the statistics down further showed that MyBroadband and BusinessTech outperformed all other marketing channels.

These two publications provided Codehesion with the highest engagement and the best quality leads.

The results were so impressive that Codehesion CEO Hector Beyers is now moving most of their marketing budget to content marketing on major IT publications.

"The top IT publications in South Africa are producing more and better leads than other marketing channel for Codehesion. It is logical for us to direct our market budget there," Beyers said.

The chart below shows the results of the campaign, based on Codehesion's advertising results.

TOP MARKETING CHANNELS



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- **Business Talk with Michael Avery - South Africa's leading business podcast** 2 May 2024
- **Reach South African investors and high-net-worth individuals on their smartphones** 24 Apr 2024
- **How a top 5G provider rapidly grew its subscriber base in South Africa** 18 Apr 2024
- **Build your brand on Daily Investor with thought leadership articles** 9 Apr 2024
- **MyBroadband 2024 Cloud Conference - Sponsor South Africa's most popular cloud event** 2 Apr 2024

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