

# Entravision and Meta partner in Ghana

Issued by [365 Digital](#)

17 Oct 2022

*Partnership expands Entravision 365 Digital's presence into West Africa*



**Entravision 365 Digital.  
Your Meta ASPs in Ghana.**



[Entravision](#) (NYSE: EVC), a leading global advertising solutions, media and technology company, announced today that its Africa-based digital business unit, Entravision 365 Digital in Ghana, has become the authorised sales partner of Meta, the company that owns Facebook, Instagram and WhatsApp. Entravision 365 Digital will provide support, training, lines of credit and local billing to advertisers in the Ghanaian market, thereby enabling them to meet their business objectives.

“This partnership reinforces our commitment to advertisers to connect brands to consumers through local strategic support, creative expertise and relevant in-market training,” said Julian Jordaan, chief executive officer of Entravision 365 Digital. “As we continue to expand our presence throughout the continent of Africa, we are thrilled to partner with Meta as their authorised sales partner in Ghana to equip and empower local businesses with our top-notch advertising expertise.”

Jordaan continued, “We are also pleased to welcome Stephen Sawyerr as country manager to spearhead our partnership with Meta in Ghana. With over 10 years of management, digital marketing and brand building expertise, Stephen is very well equipped to build a world-class team to support Entravision’s growth in West Africa.”

Entravision 365 Digital, as an authorised sales partner, will deploy dedicated local expert teams in Ghana to provide businesses with each of the tools crucial to sales growth, while also assisting these same customers in deploying their advertising investments more efficiently across the Meta family of products.

“Ghana is an important country for Meta and it is a priority for us to invest in the market and to be closer to the people and businesses here,” said Enitan Denloye, regional director for Africa at Meta. “As such, we are happy to bring in Entravision 365 Digital as Meta’s authorised sales partner in Ghana and believe that with their robust local market insights and expertise, we can provide better support for businesses and agencies locally, helping them unlock their potential growth.”

## About Meta

Meta builds technologies that help people connect, find communities, and grow businesses. When Facebook launched in

2004, it changed the way people connect. Apps like Messenger, Instagram, and WhatsApp further empowered billions around the world. Now, Meta is moving beyond 2D screens toward immersive experiences like augmented and virtual reality to help build the next evolution in social technology.

## About Entravision

Entravision is a leading global advertising, media and ad-tech solutions company connecting brands to consumers by representing top platforms and publishers. Our dynamic portfolio includes digital, television and audio offerings. Digital, our largest revenue segment, is comprised of four business units: our digital sales representation business; Smadex, our programmatic ad purchasing platform; our branding and mobile performance solutions business; and our digital audio business. Through our digital sales representation business, we connect global media companies such as Meta, Twitter, TikTok and Spotify with advertisers in primarily emerging growth markets worldwide. Smadex is our mobile-first demand side platform, enabling advertisers to execute performance campaigns using machine learning. We also offer a branding and mobile performance solutions business, which provides managed services to advertisers looking to connect with global consumers, primarily on mobile devices, and our digital audio business provides digital audio advertising solutions for advertisers in the Americas. In addition to digital, Entravision has 49 television stations and is the largest affiliate group of the Univision and UniMás television networks. Entravision also manages 45 primarily Spanish-language radio stations that feature nationally recognized, Emmy award-winning talent. Shares of Entravision Class A Common Stock trade on the NYSE under ticker: EVC. Learn more about our offerings at [entravision.com](https://entravision.com) or connect with us on [LinkedIn](#).

## About Entravision 365 Digital

Entravision 365 Digital is an African online media and ad-technology business with a rich heritage in the African advertising industry. For 23 years the business has represented the largest publishers and platforms in Africa and have helped global brands reach connected consumers and drive business impact. With a mission to connect publishers to brands, and brands to consumers, Entravision 365 Digital helps brands reach audiences at scale through its exclusive partnership with leading platforms like TikTok, Anzu, Triton Digital and many more. Entravision 365 Digital is a business unit of Entravision, a leading global advertising, media and ad-tech solutions company connecting brands to consumers by representing top platforms and publishers. Learn more about all of our innovative media, marketing and technology offerings at [entravision365digital.com](https://entravision365digital.com) or connect with us on [LinkedIn](#).

▪ **Criteo and 365 Digital partner to drive commerce media innovation in South Africa** 17 Jan 2024

▪ **Entravision and Match Media Group partner across Africa** 1 Sep 2023

▪ **Entravision Africa launches new product EVX** 17 Apr 2023

▪ **Entravision and Meta partner in Ghana** 17 Oct 2022

▪ **Entravision 365 Digital brings mobile app performance solutions to African markets** 14 Jul 2022

### 365 Digital



Over the past 24-years the company has represented the largest global platforms throughout Africa and has served thousands of global and local advertisers, empowering them to reach their business objectives.

[Profile](#) | [News](#) | [Contact](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>