

MyBroadband maintains dominant position in online IT market

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[MyBroadband.co.za](#) serves 5.7-million page impressions and attracts 874,138 unique browsers in July 2011.



[MyBroadband.co.za](#)

The Digital Media and Marketing Association's (DMMA's) traffic measurement partner Effective Measure recently released their July 2011 website statistics. The Effective Measure statistics rank websites according to South African (African) and Total traffic.

The Effective Measure statistics revealed that MyBroadband reigned supreme in the South African IT market, attracting 874,138 total unique browsers and serving 5.7-million page impressions in July.

When it came to South African only traffic MyBroadband served 4.3-million pages to 457,414 unique monthly visitors.

The Effective Measure statistics showed that MyBroadband's readership is far larger than the traffic from all of the other IT websites in South Africa put together.

MyBroadband's unrivalled reach and influence in the South African IT and telecommunications market means that that it has become a logical choice for ICT companies to advertise their products and services.

MyBroadband's sales and marketing director Cara Muller says, "It is gratifying that we have been able to maintain our dominant market position year in and year out as it means we are able to deliver on our promise to provide our advertisers with the best exposure in the market."

"We pride ourselves on our ability to deliver the best performing campaigns whilst offering excellent value for money, and the latest Effective Measure statistics backs up this promise," said Muller.

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