Jiji

Smarter Decisions Through Real-Time Attribution

How Jiji Accelerated Their App Growth in Africa

In early 2017, Vitalii Sharovarov knew it was time to change JiJi's approach to attribution. In his role as CMO, he'd already helped support unprecedented growth. But, there was a feeling they could be driving even more growth while increasing their efficiency too.

THE RISE AND RISE OF JIJI

Jiji is a successful Pan-African marketplace eCommerce platform. Since launching in 2014, it's helped Nigerian buyers and sellers trade goods and services with ease. In five years Jiji has grown into a team with nearly 400 people. The platform has 10 million unique monthly visits and two million active ads with a combined worth of $10 billion.
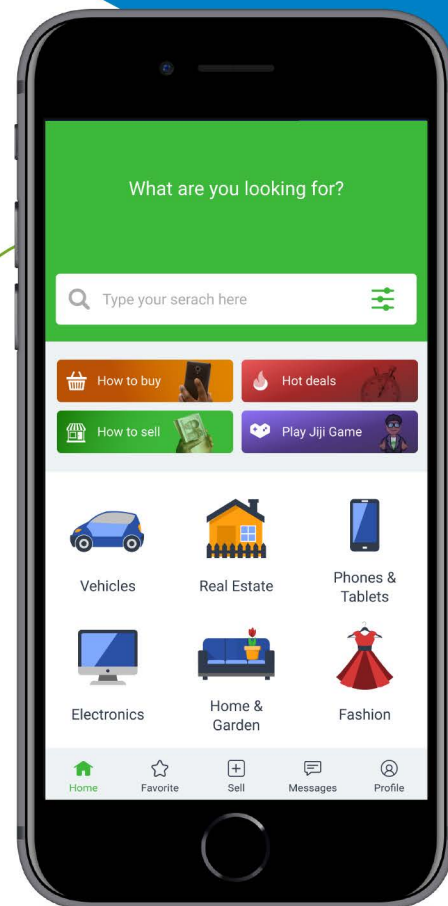
With home PC ownership being low, the Nigerian marketplace has become largely mobile phone-based. The rate between PC and mobile usage among Jiji users is 10 to 90 respectively. Jiji's mobile app has fueled their growth and allowed them to connect and engage with their customers in a cost-effective way.

APP CATEGORY
Shopping

HEADQUARTERS
Pan-African

COMPANY SIZE
500

FOUNDED
2014

What are you looking for?

Type your serach here

How to buy   Hot deals

How to sell   Play Jiji Game

Vehicles   Real Estate   Phones & Tablets

Electronics   Home & Garden   Fashion

Home   Favorite   Sell   Messages   Profile

appsflyer

FACEBOOK & GOOGLE ADVERTISING

As CMO Vitalii's role is to support the acquisition of new users. That acquisition has relied heavily on Facebook and Google advertising, along with a supporting cast of advertising partners. The core challenge was identifying which channels were adding value and which were not. This can be challenging as Facebook and Google Ads have different attribution methods. As a result, it was very difficult for Vitalii's team to compare performance between the two.

> *Facebook & Google Ads are quite big traffic sources in Africa. Frustratingly, in almost every case, they're tracking things in a different way.*

3RD PARTY ADVERTISING NETWORKS

Vitalii also faced a challenge when setting up new ad network partners. Many of these partners simply weren't positioned to deal with the Nigerian marketplace. What would be simple in the US or UK, is anything but simple in Nigeria. The negotiation, integration, testing and analytics process is long and complicated.

Vitalii knew he needed a solution that would unify all their data, and for the first time, give Jiji an accurate view of their User Acquisition activity. They tried to draw as much value from Google Analytics and even developed their own analytics solution. However, there was still a need for a comprehensive attribution solution. They quickly ruled out building their own API and started trialing a number of different attribution partners, before finally choosing AppsFlyer.

MAKING SMARTER DECISIONS

Immediately Vitalii and his team were able to see the difference. Connecting and negotiating with ad networks was easy as they already understood and trusted AppsFlyer. For the first time they could rapidly test more than 300 advertising partners and start making smarter buying decisions.

> *We could see that about 80% of our traffic was a problem for us. Much of that traffic was clear fraud that led to unprofitable installs for us. AppsFlyer identified unusual user behaviour in real-time which meant we could cut investment in that channel quickly, and save thousands of dollars."*

AppsFlyer

Now, Jiji has the ability to compare the performance between their Facebook and Google advertising campaigns. These insights help them save both time and money. They can quickly cut-back on poor performing campaigns and scale-up on successful campaigns.

> " *After connecting to AppsFlyer, we could focus more of our time on testing different Facebook and Google ad strategies. Now we can see which campaigns are profitable. Without AppsFlyer, this evolution would have taken us much longer.* "

COLLABORATION IS KEY

Jiji has developed invaluable knowledge of the Nigerian marketplace. Their insights have helped give AppsFlyer the information needed to tailor the technology to Jiji's unique needs. Throughout the project, AppsFlyer has helped educate Vitalii team on the mobile analytics and attribution landscape, while also shaping their fraud protection strategy. Jiji's trust in AppsFlyer means it is now the sole attribution and analytics platform in their marketing tech stack.

> " *"The AppsFlyer team helped us improve our user acquisition and performance measurement. As a result our marketing spend has been more efficient. Since 2019 our App's traffic has grown twenty-fold. Our installs have increased from 7K a day at the start of 2019 to 22K a day in 2020. We've now had over 5 million installs in Nigeria alone. The technology is great, but without the people to support it, we could still be struggling. They've helped us understand our problems in a more technical way."* "

Vitalii Sharovarov, CMO, Jiji.

Through their success, Jiji has shown Nigerian consumers that mobile advertising doesn't have to be bad. They've illustrated just how important creativity is. In doing so they've raised the bar and helped educate a new breed of creatives in Nigeria.

WHAT'S NEXT FOR JIJI?

Jiji has done a remarkable job to grow so quickly. Jiji's ambitions stretch way beyond the borders of Nigeria. They demonstrated that recently with their acquisition of OLX which will help them expand into Kenya, Uganda, Ghana and Tanzania. Jiji is set to overtake markets with over 300 million people in reach and to join the world's top 10 list of most visited classifieds.

Jiji has experienced exponential growth in Nigeria by using data to make smarter buying decisions. They've created a blueprint for success that can be applied to other African markets. The lessons they've learned and the continued support of AppsFlyer will help them accelerate their growth in these new dynamic markets.
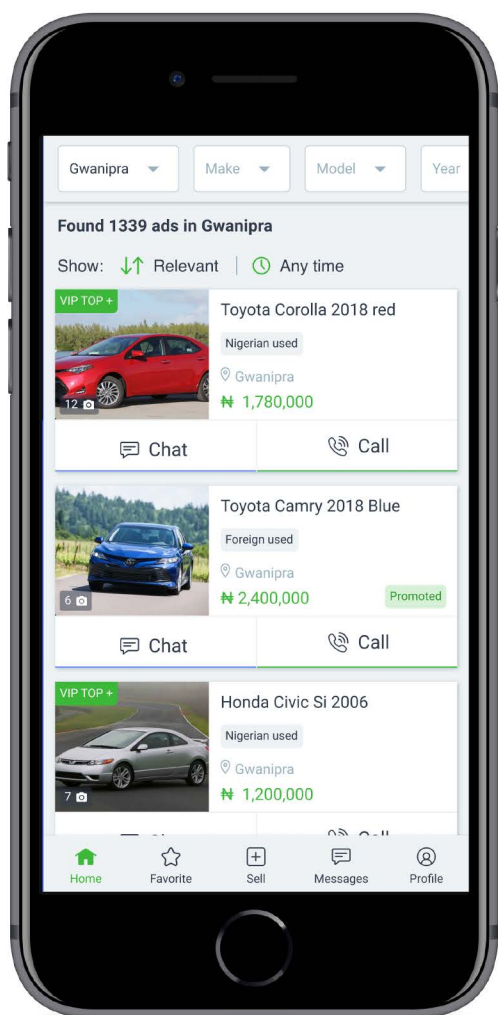
AppsFlyer has everything we need to test and understand every source. They help us spend our budget more efficiently and understand what we need to do to grow. We will continue to use the service to drive effective growth among our apps. They were just a great find for us