

Samsung still top of OLX users

With mobile penetration in South Africa currently over 100% and growing, it is unsurprising that more than 65% of OLX online classifieds traffic is generated from mobile phones. The site claims that Samsung is the brand most used by shoppers to browse the website, claiming over 40% of overall traffic.

"The Samsung S4 and S4 mini are the most popular, following by the various S3 models and the Galaxy Note 3," said Stephen Ballot, OLX Country Manager. "Surprisingly, Blackberry is more than double that of the iPhone, with 30% of overall traffic compared to less than 15%."

While Nokia effectively defined the mobile industry for over a decade, the site's data shows that less than 8% of traffic currently comes from these handsets. Android continues to dominate on online classifieds, with these devices representing 57% of all traffic on OLX.

"The remainder is made up of Sony at four percent, LG at two percent, HTC at one percent and all other brands at less than one percent of the listings."

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