

Trafica is mobile advertising representative for Gumtree

Gumtree has appointed Trafica as its mobile advertising partner to promote the online classifieds website, described as the largest in South Africa. Trafica has a core focus on premium mobile media planning and buying. "As we can see from the latest Effective Measures results, Gumtree draws close to 8 million South Africans to the site every month," says Russell Atkins of Trafica. "We also know that if you wish to speak to the average South African, you have to tap into the power of the mobile internet."

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