

# The rise and rise of Adclick Africa

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Adclick Africa, one of the leading data-driven digital media and marketing companies in South Africa, is a fully-fledged Level 1 BEE company that is set to scale greater heights in 2017. Founded in 2013 by Velly Bosega, the company has been on an upward trajectory for the past four years.

Velly is an illustrious entrepreneur who is driven by a vision of a South Africa in which digital marketing services are available to all those who require them. He has vast experience in the industry having worked with some leading brands, publishers, and agencies in the country. Velly is a pioneer at heart, and this saw him to launching Africa's first mobile DSP in 2013. Under Velly's leadership, AdClick's revenue base has continued to grow and its service offerings have also expanded.

"Adclick's mission is to help our clients connect, convert and keep their customers using smart marketing technologies," said Bosega.

The recent addition of a groundbreaking business unit that focuses solely on digital marketing services for the travel, tourism and hospitality industries is further testimony of the inventive spirit that underpins business operations at the company.

Based at its prestigious offices in the Oaks Office Park in Ferndale, Randburg, Adclick comprises four business units namely Media Planning & Buying, SMB Marketing, Publishing, and Consulting. The company offers some innovative services that include, but are not limited, to the following:

1. Strategy consulting
2. Media Planning & Buying
3. Programmatic advertising
4. Premium Advertising
5. SMME marketing services (travel, tourism and hospitality industries)
6. Publishing
7. Events & Training

"Our mission is to enable brands and SMMEs in South Africa and beyond achieve their business goals by taking advantage of the best of breed digital advertising and publishing technologies," said Velly.

To achieve this, Adclick Africa has attracted the best talent in business development, media buying, and campaign management as well as partnering with some of the major technology providers from all over the world. This combination of expertise and technology has enabled the company to be a market leader in South Africa and beyond.

Adclick Africa also hosts digital marketing boot camps and the annual Growth Champions Conference. This is in line with our core belief that an empowered market is a profitable one.

For more information kindly contact Adclick offices on 011 704 2641 or email [info@adclickafrica.com](mailto:info@adclickafrica.com).

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