

iProspect East Africa bags the E-Commerce Agency of the Year Award

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At the inaugural eCommerce Awards held in Nairobi on 9 August 2019, iProspect East Africa in partnership with Masoko by Safaricom added yet another award to its growing collection - the E-Commerce Agency of the Year.



The eCommerce Awards was established to recognise and celebrate some of the very best online companies, online retailers, agencies, innovations, products and campaigns the e-commerce industry has to offer.

This award sets iProspect East Africa as a benchmark for the industry and as a top performer in Kenya and beyond.



Earlier this year, iProspect East Africa bagged multiple awards from seven different categories out of a total of 11 categories at the Digital Media Awards, including Twitter Award of the Year, Social Good Digital Campaign of the Year, Content Marketing Award of the Year, Influencer Campaign of the Year, New Technology Award of the Year and Online Audience Engagement Campaign of the Year.

Masoko by Safaricom is an online shopping platform that prides itself in changing the way Africa shops, offering a wide range of products from tech, fashion and everyday essentials, with a promise of bringing businesses both big and small to the world and to deliver quality authentic products at a fair price.



Founded in 2017, iProspect East Africa has grown to become one of the leading agencies in digital marketing in the region, cementing itself as an undeniable authority when it comes to managing all the digital levers. The company defines its own digital media strategy and tackles challenges faced in both Business to Consumer (B2C) models and Business to Business (B2B) transactions.

In light of the win, CEO of iProspect East Africa, Joel Rao, said, *“Given the penetration of the on-demand economy we believe that this is the time for brands in Africa to trailblaze the shift into ecommerce. Our continued partnership with Safaricom has borne invaluable learnings on how best we can tailor our investments on digital to maximize meaningful business returns. This is just the beginning, a true demonstration of driving business performance in the age of digital transformation.”*

About iProspect in East Africa

iProspect is an award-winning agency – driving business performance for the world's largest brands including, Diageo, Mondelez, ICEA Lion, Safaricom, Coca-Cola and Beiersdorf. The iProspect team works across a network of 4,300 employees spread over 93 offices in 55 countries.

In Kenya, iProspect has helped regional, national and international brands in defining their digital media strategy and managing all the different digital levers, both for B2C and B2B challenges:

- Consulting data (data mining, measure, conversion optimization, data visualizing, DMP consulting)
- SEO and content marketing
- Programmatic solutions (SEA, Social, video, Display, Native advertising, e-commerce) and leads generation.

In 2018, iProspect East Africa was awarded the Best Digital Marketing Agency of the Year.

iProspect globally won more than 200 awards including 15 leadership recognition awards and 33 Agency of the Year titles, and was named a Leader in The Forrester Wave™: Search Marketing Agencies, Q4 2017, #1 Global Digital Performance

Agency by RECMA, Industry Agency of Choice at The International Performance Marketing Awards, and both Best Place to Work and Most Effective Media Agency by The Drum. iProspect is part of the Dentsu Aegis Network, a wholly owned subsidiary of Dentsu Inc.

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