

## BBM and Eskimi partner in Nigeria

LAGOS, Nigeria - To provide an enriched user experience, BBM has partnered with Eskimi, a global programmatic platform in an exclusive mobile advertising partnership in Nigeria.



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The combined market-leading, mobile first solutions of Eskimi and BBM enable brands and advertisers to reach and engage with mobile audiences on both Android and iOS across Nigeria.

“BBM works with best-in-breed partners globally, in a continuous effort to provide an enriched user experience, while delivering optimal results to brands and advertisers,” said Matthew Talbot, CEO of Creative Media Works, the company that operates and runs BBM Consumer globally.

“Eskimi has an existing programmatic platform and operation in Nigeria that is growing from strength to strength. Their expertise in digital marketing and audience segmentation will help to yield better performance for BBM’s advertising partners.”

BBM’s wide range of native ad units, including video advertising opportunities offer brands specific demographics and geographic targeting capabilities, drive viral awareness and promote direct purchase actions without leaving the app.

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Vytautas Paukstys, CEO of Eskimi, said: “We are committed to delivering the best content sources for our clients and we’re extremely happy to partner with BBM. This partnership will enable us to deliver premium and unique inventories to our clients and offer new ad formats.”

BBM offers a variety of content and services in addition to the core functionality of chat. Talbot says user-convenient services such as Uber, HotelsCombined, news, airtime top-up, movie and concert ticket access, are all examples of strategic partner collaborations that make BBM one of the rising utility apps.

“We are constantly innovating and driving product enhancements to create a better ecosystem within BBM and ultimately a better experience for our users.”

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