

MailOnline appoints AddSuite as partner for sub-Saharan Africa

At the IAB Digital Summit, on 3 March 2016, MailOnline officially appointed Ole! Media Group's AddSuite as its exclusive in-market channel partner for sub-Saharan Africa, to maximise digital advertising opportunities.

AddSuite will be the exclusive representative of MailOnline in South Africa and have additional responsibility for promoting and selling advertising in and across sub-Saharan Africa. As its official reseller, AddSuite will manage the entire suite of inventory, optimising programmatic revenues and driving brand sales with South African and sub-Saharan African based advertisers.

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