

SPARK Media launches SPARK ignition - BUY. SELL. TARGET.

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SPARK Media has officially launched its programmatic advertising offering entitled SPARK ignition. BUY. SELL. or TARGET.



BUY. SELL. TARGET.

ignition SELL. is a private marketplace (PMP) tool incorporating premium South African websites that are part of, or affiliated to, the Caxton CTP Group of Publishers.

This PMP is unique to the South African digital advertising market not only because it has access to inventory that is hyper-local (owing to the local newspaper websites), but it also has access to inventory that covers a broad range of interests such as breaking news, female lifestyle interests, sports, business and many more.

"This is a very important step taken by SPARK Media in allowing advertisers to target relevant audience segments across our group's sites as an alternative to buying site specific impressions," says Marc du Plessis, SPARK Media's Joint CEO.

"We know that more advertisers are starting to allocate increasing budgets to programmatic advertising buys, but often are not certain of the quality of the inventory they're buying, or where their brand actually ends up. This is where a PMP comes in, eliminating transparency and brand safety issues."

"While we're very excited about the prospects of ignition SELL. we're still firm in the belief that a true and transparent South African marketplace should exist for South African publishers. Something we would most certainly support and become a part of," added du Plessis.

SPARK Media believes that the success of programmatic advertising relies heavily on the ability to target the right audience, with the right message in the right place.

Inventory bought through ignition SELL. can be overlaid with audience data layers improving the quality of inventory to buyers, further enhancing and improving the user experience and performance metrics. In simple terms we can target the right person with the right message on the right website.

ignition SELL. is the perfect one-stop online display and mobile shop for clients who want to buy advertising space through premium direct (IO buys), preferred deals or private auctions. Reaching 6.1 million unique browsers, 31 million page views (Effective Measure: October 2016) and over 50 million ad impressions every month.

Publishers that form part of this offering include *The Citizen*, *Woman and Home* magazine, Caxton's Local News Network (LNN) (+76 local news websites), All4Women and many more premium publishers.

ignition TARGET. is an offering run off an internationally recognised DMP (data management platform). It is a programmatic and direct audience (IO buys) solution providing advertisers with the opportunity to target unique audiences across a network of premium, news and lifestyle focused publisher websites. Advertisers have the option to target audiences based on their browsing behaviour as well as demographic targeting.

For more information about our ignition BUY. SELL or TARGET. offerings please send an email to ignition@sparkmedia.co.za or call us on 010 492 8390

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Spark Media



Spark Media, a division of Caxton & CTP Publishers and Printers Ltd, is South Africa's largest print and digital media solutions sales company. It represents Caxton's 115 local newspapers and 58 local websites, providing location-targeted content for brands and ad agencies at scale in 120 economically-active communities. It also produces ROOTS, SA's leading urban, community-level quantitative survey that provides unequalled demographic and behavioural information on local consumers.

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