

# Junk Mail Publishing (PTY) LTD, South Africa, Pretoria

Felix Erken, Managing Director

[felix@junkmail.co.za](mailto:felix@junkmail.co.za)

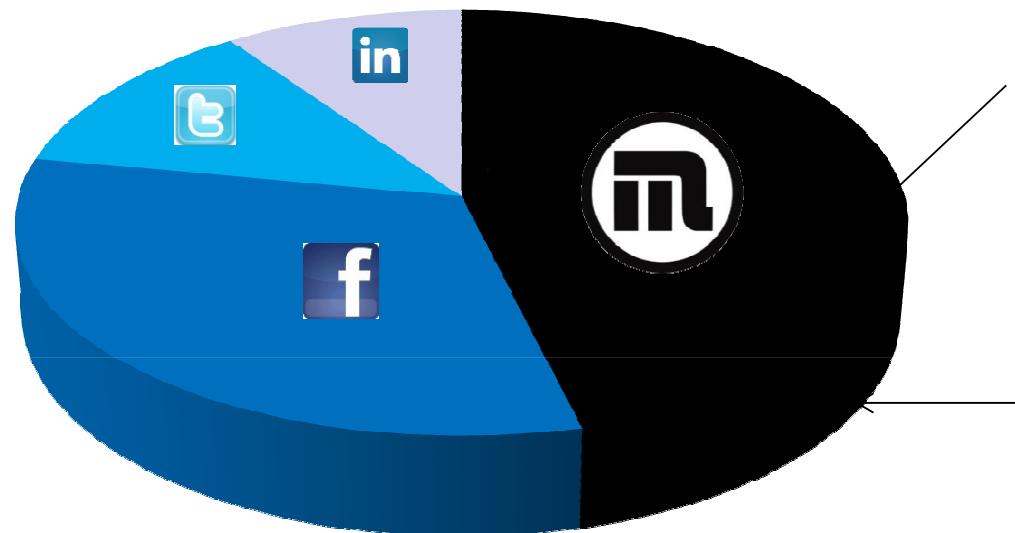
+ 27 (12) 342 3840

JunkMail xchange Team

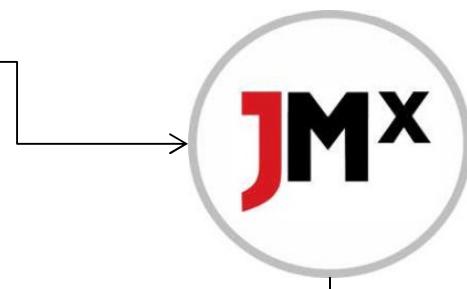
## Executive summary

JunkMail xchange (JMx) is a classifieds app hosted with Mxit, Africa's biggest social network. During 2011 Junk Mail formed a content sharing partnership with Mxit's then internally run classifieds. After understanding the potential of the Mxit instant message platform in a classifieds context, Junk Mail entered negotiations with Mxit to take control of the Mxit classifieds portal. JMx launched in October 2012 as the completely rebuilt, more sophisticated classifieds portal.

# JunkMail xchange - JMX



**Mxit**, S Africa's largest  
Social Networking platform  
– purely mobile.



Junk Mail approached  
them to build a classifieds  
portal for their **9 Million**  
active user base called  
**JMx**

# How it works



*Simple*

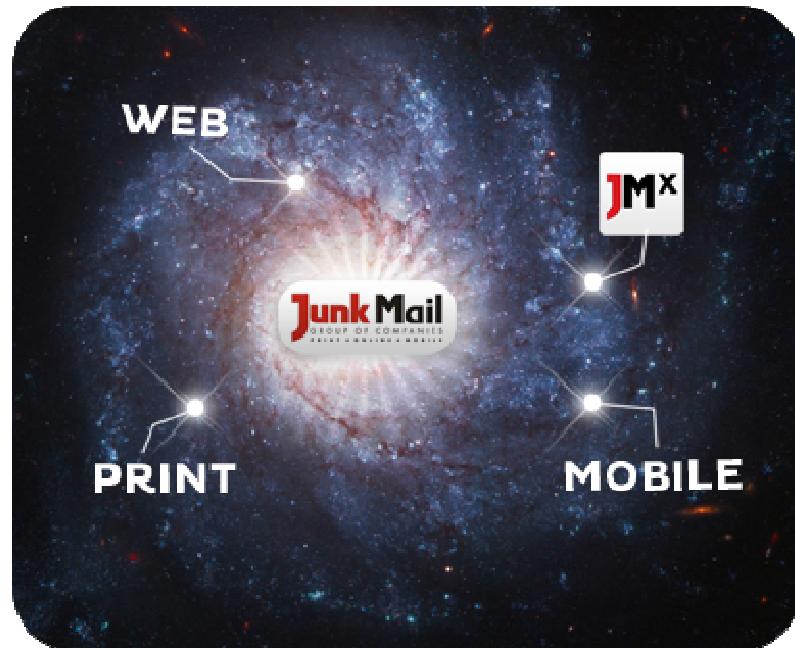
- 1) *Download free app*
- 2) *Post or Buy free*
- 3) *Response via Instant Message*

# The Results



- 1) 7 Million have added the app*
- 2) 3.5 Million have used JMx in the past 3 months*
- 3) 30 000 new ads p.w.*
- 4) 140 000 Instant Message responses p.w.*

# The Junk Mail universe



*JMx is integrated into the Junk Mail platform. Ads exchanged freely across BOTH platforms.*

*Results so far are staggering:*

- UB's grew 300% (4 mill)
- New Ads up 40%
- Response per ad improved three fold
- All growth is on Mobile
- Mobile v web now 50/50