

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

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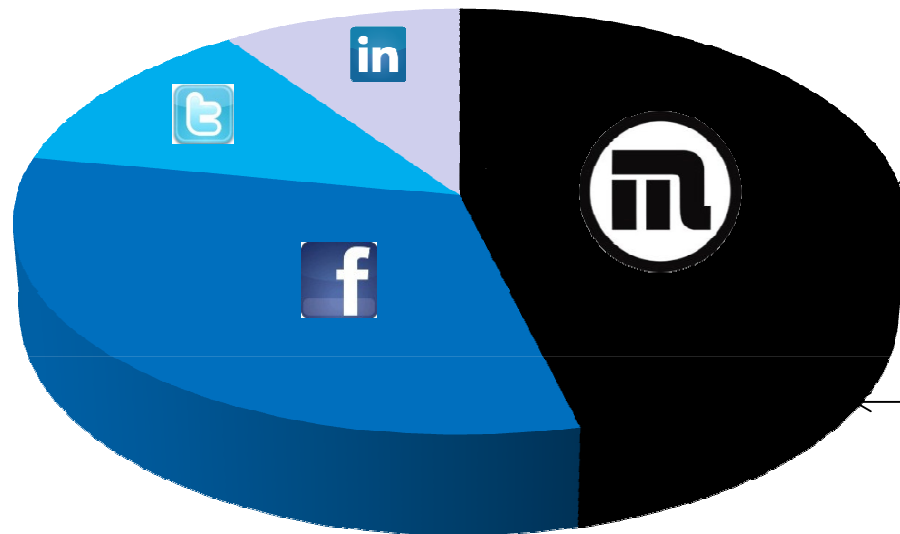
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JunkMail xchange Team

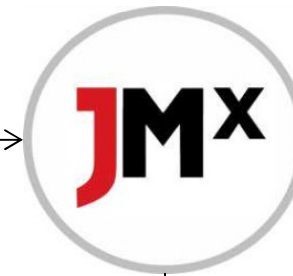
## Executive summary

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



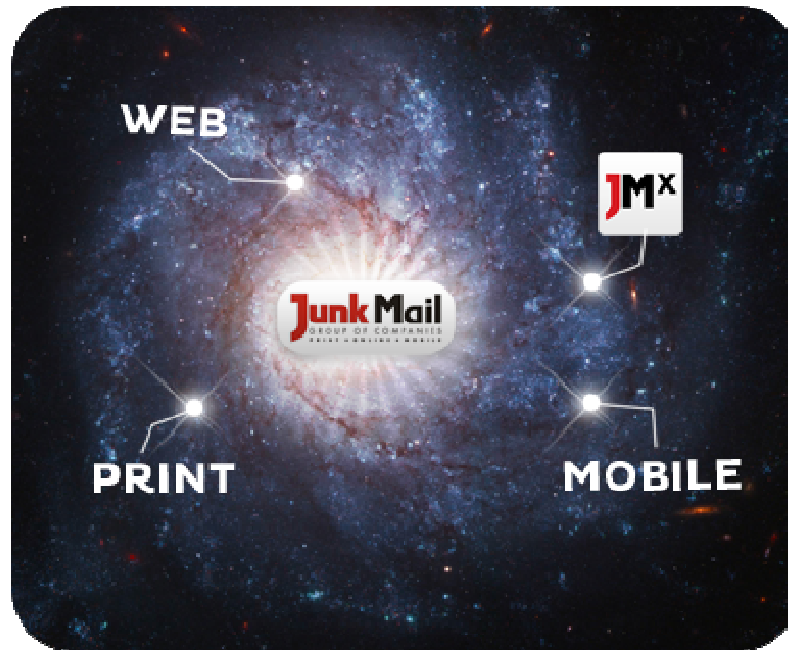
*1) 7 Million have added the app*

*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*