

Mobiclicks, Silverpush to introduce cross-screen media advertising on Maginfi

Mobiclicks along with its technology partner Silverpush plan on introducing cross-screen media advertising to clients across South Africa through the Magnifi TV sync platform. Maginfi will assist in sending effective campaigns through mobile and TV content.

Magnifi uses data from various channel APIs such as sports, weather, and pollution to align universal moments that score not just visibility but a higher conversion probability for brands. The platform currently maps the top 12 channels in SA.

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