



DIGITAL ODYSSEY

Presentation by:
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Digital Odyssey.



Hello.

We Are Digital Odyssey.

A global digital marketing agency
that specialises in Africa.

*We are here because we love what we do
and we love Africa.*





Let's Talk Digital.

A Snapshot of the
Kenyan Digital Landscape.



MOBILE, INTERNET, SOCIAL

DIGITAL ODYSSEY

JAN 2020

TOTAL
POPULATION



**53.17
MILLION**

URBANISATION
27%

MOBILE
SUBSCRIPTIONS



**52.06
MILLION**

vs. POPULATION:
98%

INTERNET
USERS



**22.86
MILLION**

PENETRATION:
43%

ACTIVE SOCIAL
MEDIA USERS



**8.80
MILLION**

PENETRATION:
17%

ACTIVE USERS
SEARCHING



**13
MILLION**

PENETRATION:
24%
(JAN '19)



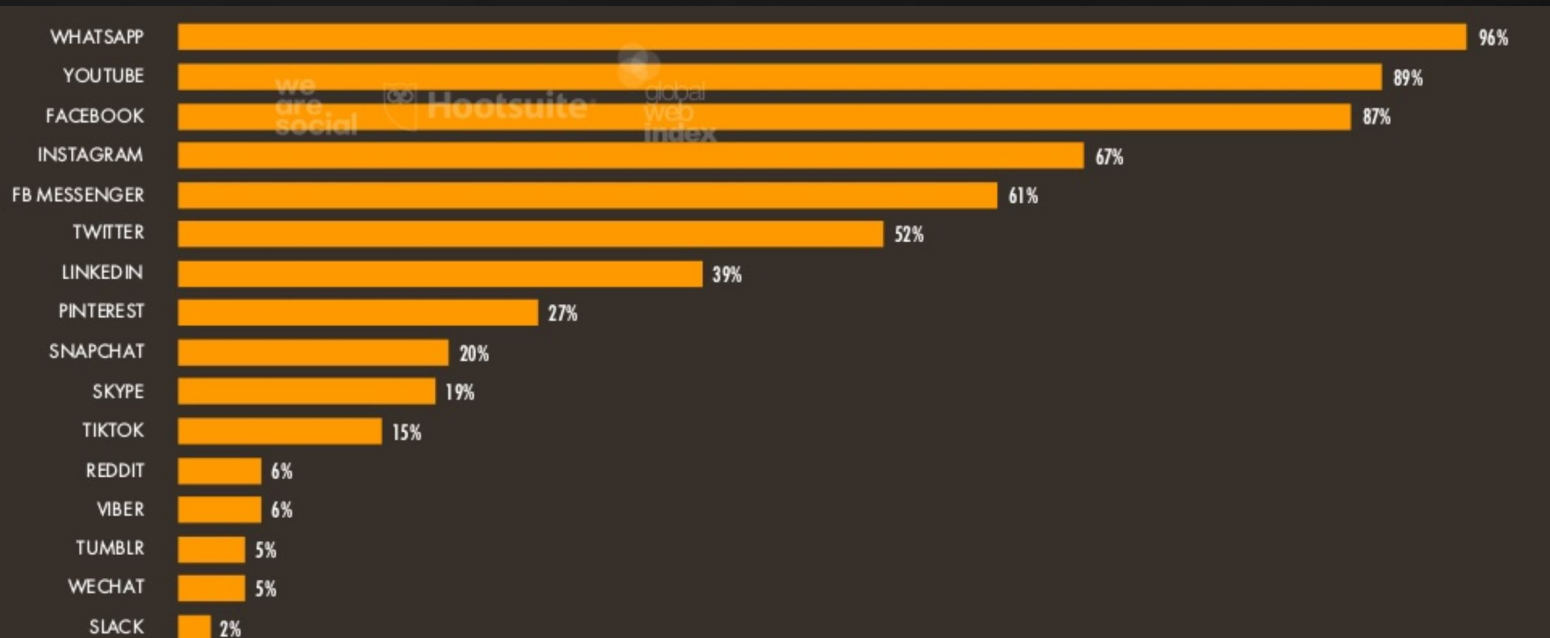


FLAMING FACTS

DIGITAL ODYSSEY

JAN 2020

Most Used Social & Messaging platforms in Kenya.



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

NOTE: FIGURES ARE BASED ON INTERNET USERS' SELF-REPORTED BEHAVIOUR, AND MAY NOT MATCH THE MONTHLY ACTIVE USER FIGURES OR ADDRESSABLE ADVERTISING AUDIENCE REACH FIGURES FOR EACH PLATFORM THAT WE PUBLISH ELSEWHERE IN THIS REPORT.

we
are
social



Hootsuite®

% of internet users who report using each platform.



FLAMING FACTS

DIGITAL ODYSSEY

JAN 2020

Social Channels serve as a “Shop Front”.



Device use:

Mobile 96%; Smartphone 88%
Desk/Laptop 53%



3hrs 23 min:

Average time per day on
Social Media

THE TOTAL ADDRESSABLE ADVERTISING AUDIENCE



8.0 Million



1.5 Million



953K



585K



2.3 Million

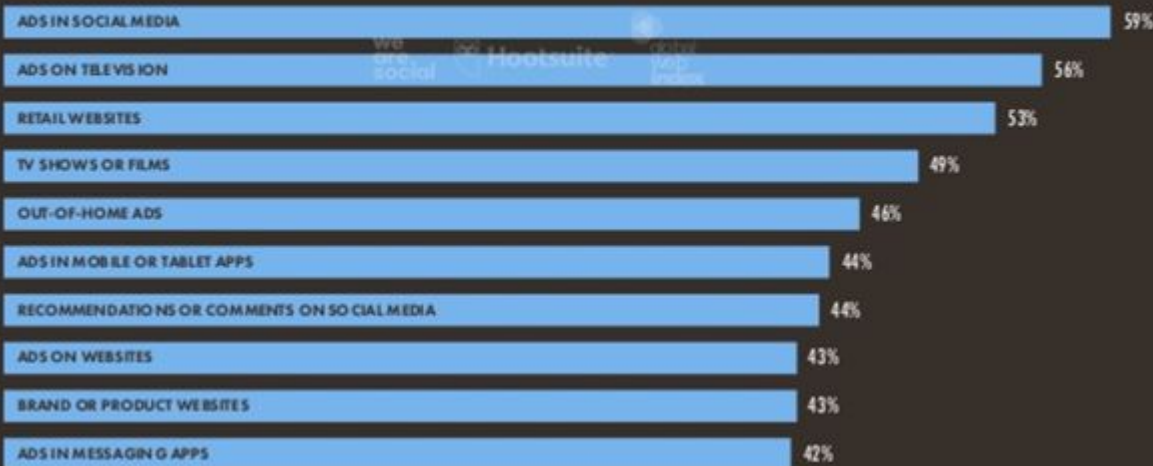


FLAMING FACTS

DIGITAL ODYSSEY

JAN 2020

Sources of new brand discovery.



TOTAL NUMBER OF PEOPLE
PURCHASING CONSUMER
GOODS ONLINE IN 2019

VALUE OF THE MARKET FOR
ONLINE CONSUMER GOODS
PURCHASES (IN U.S. DOLLARS)



15.20
MILLION



\$640.0
MILLION

% of internet users 16-64 who say they discover new brands & products via each channel

- 30% retail penetration expected to hit 49.1% by 2024.
- Fastest mobile internet speeds in sub-saharan Africa.
- SMEs Contribute 83.6% of job creation and 30% to the GDP.
- Kenya has 7.4 million MSMEs of which 1.56 million licensed.

Our Services.

DIGITAL ODYSSEY



Research



Marketing



Strategy



Growth



Search



Social



Email & CRM



Influencers



Websites



eCommerce



Mobile Apps



Engagement



Branding



PR

The Media Channels.



= Viral Promotion

Owned

Blogs, Websites,
Content, Apps, Email
& CRM, Audio Visuals

Affiliate
Marketers

Ad Networks
Affiliate Networks
Behavioral Targeting

Paid

Social, Search, Display,
Media Buying, Native Ads,
PR, Affiliate Marketing

Shared

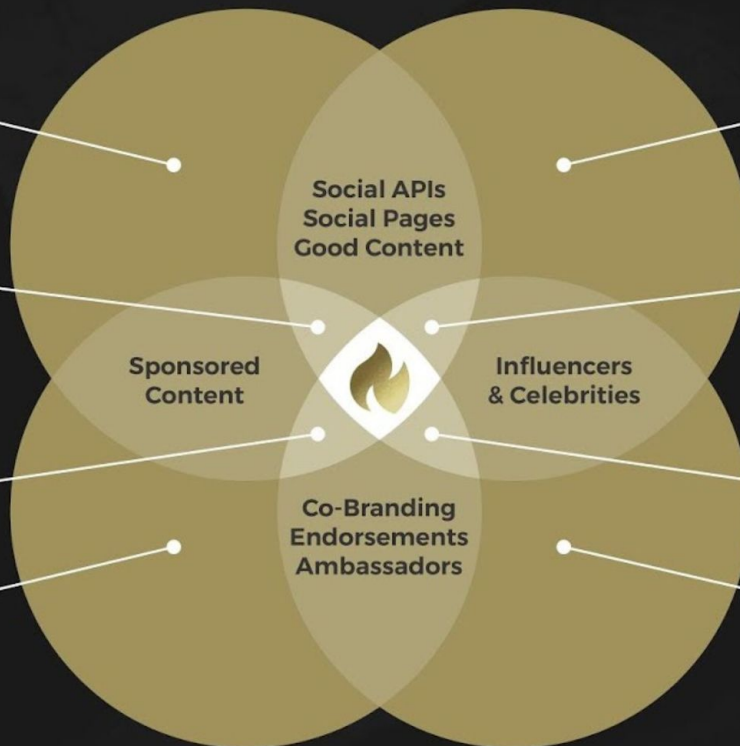
Social Media Shares
Forums, Groups,
Blogs, Media Sharing

Sponsored
Endorsements

Viral Content
High Profile
Employees

Earned

Bloggers, Publications,
Experts, Personalities,
News, Search Engines





Thank You.

**Contact Us with any questions about our services,
or if you wish to work with Digital Odyssey to take
your business to the next level online.**

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