

How NAIJ.com grew their business with Audience Network and improved the lives of fellow Nigerians

NAIJ.com

Inherent conflicts in life — new vs. old, forward vs. backward — can create truly exceptional circumstances. More often than not ignited by innovative individuals, the result can spark a greater good for community, family, and humanity.

In 2012, Genesis Media began a journey that would eventually be that exact spark. Launched by Genesis in 2012, NAIJ.com — now the number one website in Nigeria — has excelled in providing engaging content and news to Nigerians despite cultural and ethno-religious barriers that differ from region to region and from state to state.

From the beginning, the team at NAIJ.com began building a community and promoting their site with Facebook, but they hit a roadblock.

Overcoming Challenges

A majority of NAIJ.com's audience were effected by frequent black-outs and low-power generation. A lot of their readers still use Facebook by logging in directly through a browser, for the sake of data saving, or they use the Facebook Lite mobile app. "Unfortunately, many Nigerians, Africans in general, still cannot afford a high-end mobile device," said Vitaliy Laptanok.

The development of the news and media industry in Africa is often directly connected with economic growth and internet penetration. But rebuilding Africa's infrastructure to facilitate better internet connectivity isn't something that is going to be solved overnight. So, Genesis Media and NAIJ.com had to dig deep and find a more innovative approach to success. Instinctively, they turned to Facebook for the answer.

Using Free Basics by Facebook, as part of the internet.org program, allowed users direct and free access to a list of chosen platforms, including NAIJ.com.

“ In August 2013, our page reached 1,000,000 followers - a first news and media page in Nigeria to achieve such a milestone. In May 2014, we celebrated 1.5 million of fans. It was a period of intensive growth. ”
- Vitaliy Laptanok, CEO of Genesis Media



NAIJ.com TV crew



NAIJ.com's video editor at work in the office

“Audience Network made a huge influence in both promoting our applications and increasing ad revenue from our audience. The biggest game changer for us was the introduction of Instant Articles, which empowered our positive experience with Audience Network even more.”

- Vitaliy Laptенок, CEO of Genesis Media

Their success using Facebook led them to Audience Network, where they could extend their reach. NAIJ.com started using Instant Articles during the beta stage at the end of 2015 and they knew straight away that they would stick with it for a long time. Most of their user-base has “poor or costly” internet connections coming from mobile devices. Audience Network and Instant Articles enabled their audience to access content faster with smaller data consumption volume.

Giving Back

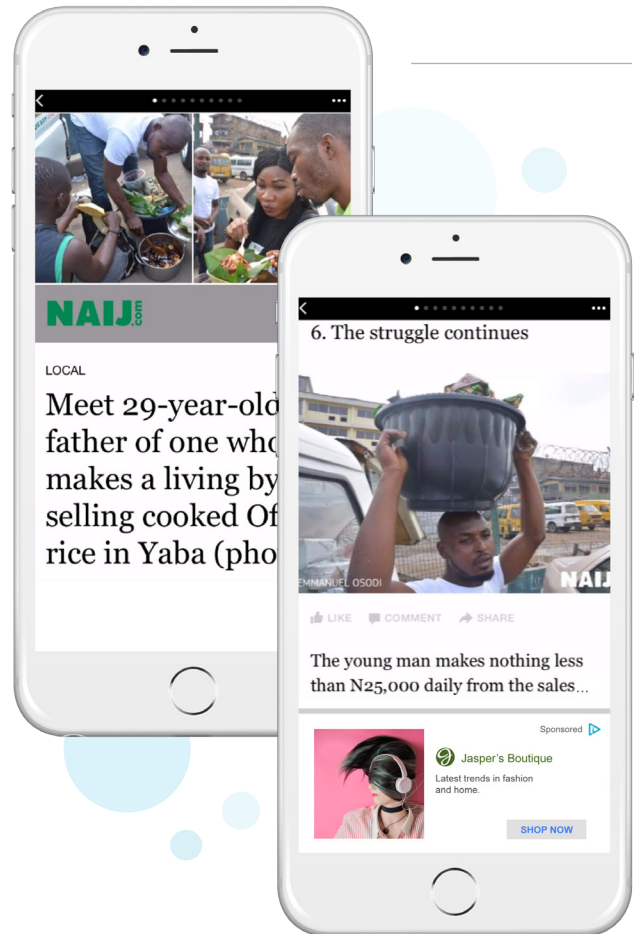
As a socially conscious media organization, Genesis and NAIJ.com, decided to extend their good fortune to the very people who read their content and contributed user-generated responses. According to the CEO of Genesis Media, NAIJ.com was able to hire 8 new employees as a direct result of the increased revenue that came from monetizing content with Audience Network.

Nigeria has an extremely high unemployment rate. Recent reports by the National Bureau of Statistics state that over 14% of Nigerians are unemployed. Unofficial data says that over 50% of Nigeria’s graduates are struggling to find a job. Being able to offer a chance to young, passionate and active Nigerians to join NAIJ.com and unveil their creativity and potential was an incredible success for the business and the region.

The partnership’s forward momentum is evident when reviewing NAIJ.com’s results:

-  Team expansion - hired 8 additional staff members¹
-  Revenue up 2x since implementation of Instant Articles in late 2015
-  Boost in traffic 2x since implementation of instant Articles in late 2015
-  Increased organic post reach, exceeding 4.5 million daily, on average, in July 2017²

As NAIJ.com’s relevance, readership, and content contributors expands, so does its positive influence on Nigerians—as well as the world.



“Redirecting revenues from Instant Articles to create several new jobs is a small contribution to the well-being of the nation, but, nevertheless, it concerns dozens of households and families, makes their lives better.”

- Vitaliy Laptенок, CEO of Genesis Media

¹2016 vs 2017; ²Source: Facebook insights