

African data analytics markets receive \$5m injection

Nigerian-based Terragon Group, an African mobile marketing company, has closed a \$5m funding round led by Africa-focused TLcom Capital, giving Africa's data analytics markets a big boost.



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The company announced the funding will be used to develop further its proprietary marketing technology which connects online and offline mobile channels to provide African brands and SMEs with more customer reach, engagement and conversions with self-service access. Terragon is pioneering the platform with Africa's largest telco - MTN Nigeria.

The Adrenaline platform from Terragon offers reach and engagement channels for the African mobile customer with associated data and intelligence as is available on mobile web.

CEO, Elo Umeh said, "the new investment will enable the Lagos-headquartered company to hire the best available talents to drive business development efforts across industry verticals and solve unique mobile challenges to unlock significant value for African businesses."

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