

# Audience Distribution

May 2020.

# About Druve

**Druve** is an AdTech platform that helps businesses/Agencies “crowdvertize” their products and services through the WhatsApp status of Drivers.



# How It Works

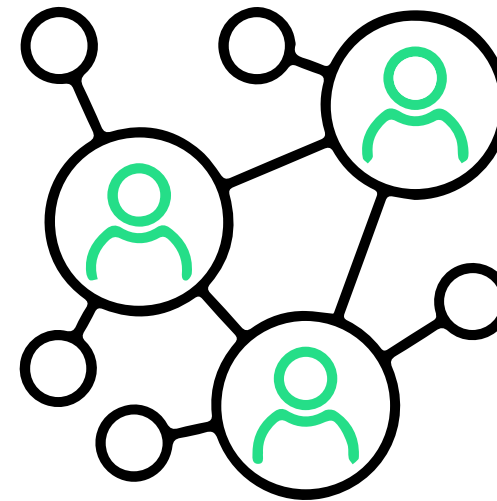


Sign up

1. Sign up & Create Ad



2. Ads are reviewed & verified



3. Drivers post Ads from Druve app to WhatsApp & social media handles to earn.



4. Promoter achieves growth and reaches desired audience while Drivers gain economic security.

# Audience

(Reach)

Average reach of

**257,250**

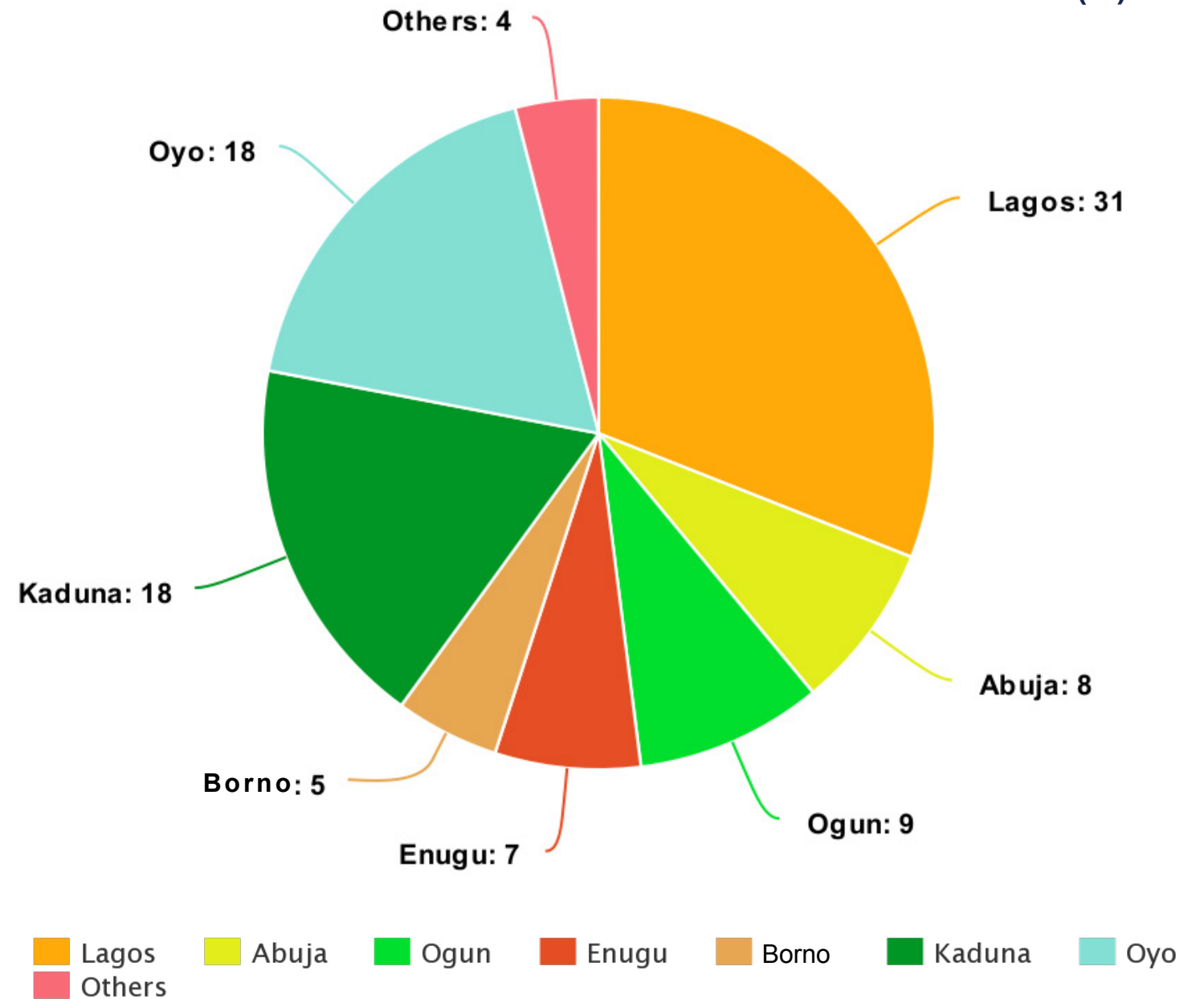
people Across Nigeria

**3,500**

Drivers Across Nigeria

Each Driver within the Druve network has an average reach of 96 people. Couple this with exponential power of word of mouth referral allows promoters to carry out efficient advertising campaigns.

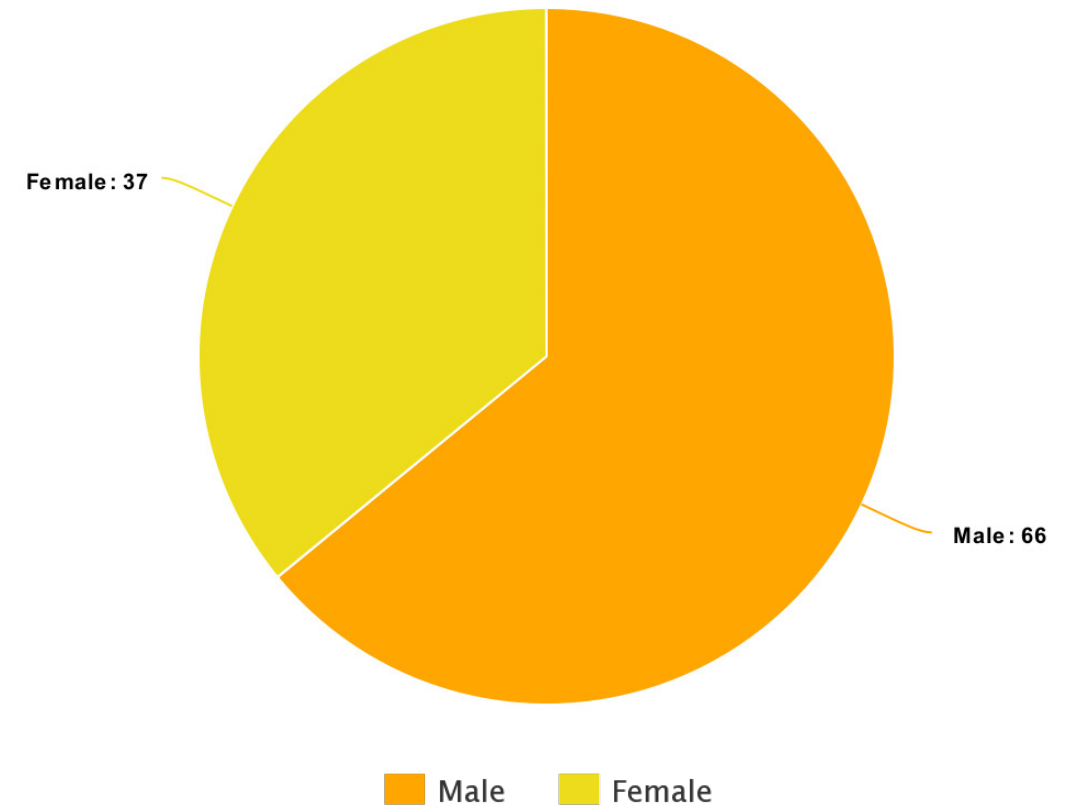
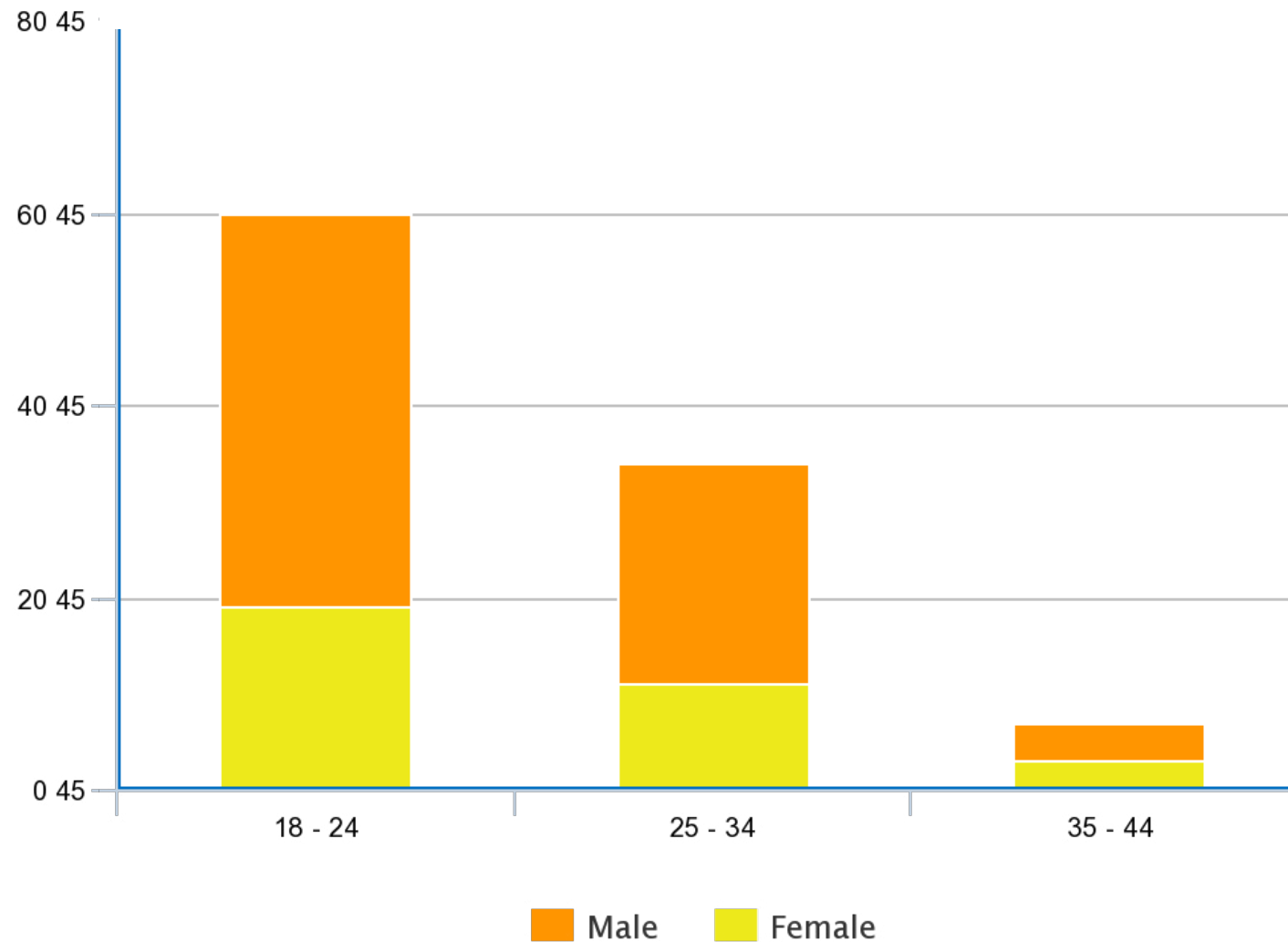
Location Distribution (%)



# Audience

(Gender)

Gender Age Percentage Distribution



Druve currently has and Audience of 87,000+ women and 172,000+ men.

A significant portion of this pool are youth and young adults who fall between the ages of 18 24.

# Audience

(Affinity/Interests)

% of Audience	Categories
80.3	Shoppers
79.5	Media Entertainment Animation Fans
79.4	Technology/Mobile Enthusiasts
68.2	Food Dining/Cooking Enthusiasts
66.8	Technology/Social Media Enthusiasts
67.5	Sports Fitness/Health Fitness Buffs
57.9	Media Entertainment/Music Lovers
56.2	Shoppers/Value Shoppers
49.1	Technology/Technophiles

# Pricing and Comparisons

	Cost Per Mile (CPM)	Click Through Rate (CTR)	Budget Performance (%)
Druve	NGN 9,120	9.5	39.583333333
Facebook	NGN 4,180	0.9	8.181818182
Instagram	NGN 1,800	0.52	10.4
Twitter	NGN 2,432	1.6	25
LinkedIn	NGN 2,470	0.39	6

Druve allows you maximize your budget by helping you achieve better CTR and Budget Performance. It will take 3X the budget expenditure on other platforms to achieve Druve performance levels.



# Creating Growth For All