

Mabaya Partners with Cnova and Máquina de Vendas, to introduce native Sponsored Products ads for Brazilian advertisers

Mabaya, the Sponsored Products ad network for eCommerce, sets foot in Brazil and launches campaigns for Samsung, LG, and other leading brands

TEL AVIV, ISRAEL, September 20, 2016 /EINPresswire.com/ -- [Mabaya](#), the [Sponsored Products](#) ad network for e-



commerce, announced that it has partnered with Cnova, one of the world's largest e-Commerce companies, and with Máquina de Vendas, one of the largest Brazilian retail companies, to offer sponsored product ads for brands on their Brazilian sites, starting with Pontofrio.com and Ricardoeletro.com.br, two of the country's leading shopping sites.



Brazil is by far the leading e-commerce nation in Latin America and one of the leading in the world so naturally it was on our expansion agenda

Avi Rabinovitch, CEO at Mabaya

Mabaya enables retailers to offer and manage sponsored product ads, the native ad format for e-commerce sites, and empowers advertisers to secure premium digital "Shelf Space" for their brands in the store.

The main purpose of sponsored products ads (aka promoted listings) is to make sure that when the consumer's journey ends in the online store, the brand will be there and make an impact on the purchase decision.

Now Brazilian brands can make this impact and bid for promoting their products in relevant pages and placements in Pontofrio and in Ricardoeletro, two of the most popular ecommerce sites in the country.

Samsung and LG were among the first brands to run campaigns on the sponsored product ad network on Pontofrio and the results were overwhelming. The average ROAS reached 3,000% in 5 days, meaning that every Brazilian real that was spent on the ads generated sales of 30 Brazilian real.

In order to fulfill the operation in Brazil, Mabaya's partnered with [Percycle](#), a Brazilian Omni-channel marketing company, who will become Mabaya's local representative and be responsible for introducing the sponsored product ad network to the Brazilian advertisers.

Avi Rabinovitch, CEO at Mabaya: "Brazil is by far the leading e-commerce nation in Latin America and one of the leading in the world so naturally it was on our expansion agenda. We are very happy of our partnership with Cnova and Máquina de Vendas and expect it will grow and lead to new ventures in the near future."

www.mabaya.com

About Mabaya:

E-Commerce websites are the most important and effective touch point for marketers in today's complex customer journey. With this in mind, Mabaya has developed a state-of-the-art sponsored products ad network that enables retailers to offer and manage sponsored product ads, the native ad format for ecommerce sites – and it empowers advertisers to secure premium digital shelf space for their brands in the store.

About Percycle:

Percycle was founded in 2014 with the purpose to transform big data and complex algorithms into huge performance marketing results and provide Omni-channel marketing solutions.

Dan Chen
Mabaya
+972547767728
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.
© 1995-2016 IPD Group, Inc. All Right Reserved.