



# Advertiser's Guide

2026/27

Unleash your brand's potential!



A personal invitation:

# Dear Business Leaders,

Advertisers, and  
Agency Wizards

*Your marketing budget deserves a bigger  
audience and less competition.*

If your marketing budget had a dating profile, it would be looking for one thing: *1M+ people who actually show up*. Good news — it just found a match.

While everyone else is fighting for attention in the *same crowded corners of the internet*, there's a platform quietly welcoming over **1 million users every year**.

This guide is your invitation to stop chasing eyeballs and **start meeting them where they already are**.

Read on, and discover why your next best advertising opportunity might have been hiding in plain sight.

## About: BrighterMonday Uganda

BrighterMonday Uganda was established in 2014 and has grown to become Uganda's leading matching platform in the country. We have numerous candidates and employers, successfully using the platform to get access to the right opportunities.

At BrighterMonday Uganda, we fully understand the Ugandan market and have developed a portfolio of relevant and value-adding products that make recruitment simple, quick and effective. We ensure that we find the perfect match for our users.

In 2025, the BrighterMonday platform registered more than 1M+ users, indicating more users find the relevant jobs and career information on the platform every year.

It is part of The African Talent Company (TATC)



[Our Website](#)

## Snapshot!



Quick insights into our services  
& parent company across Africa.

### Our Services



DIGITAL  
RECRUITMENT &  
ADVERTISING



HYBRID  
RECRUITMENT



MANPOWER  
OUTSOURCING



PARTNERSHIPS



Pan African Reach & Impact



[Website Here](#)

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## The key channels we offer



Email



Web



SMS



Social



Search



Display

## The Multi-Channel Approach

Multiple channels.  
One strategy.

*Potential customers move across channels every day — your advertising should too.*



### Consistent, Reinforced Messaging

The same story shown across touchpoints builds recall and trust.



### Full-Funnel Coverage

From first impression to final action, every stage is covered.



### Cross-Channel Optimization

Shared data lets us shift budget to whatever is performing best.

# 24/7

Always-on presence across the customer journey

*Every campaign is customizable*

Social media



\*offline channels are available upon request

## Email Advertising

Reach more inboxes.  
Drive more results.

*An owned, direct line to our audience — no algorithm required.*



### High ROI

Highest-ROI channel available, with strong long-term returns



### A/B Testing & Personalization

Enjoy rich segmentation and A/B testing for continual improvement



### Direct Access

You get direct access to our database and you're in full control, no algorithm

### Ideal Advertisers, Campaign Goals



**E-commerce / online**  
Brands looking to drive loyalty & repeat business



**Lead-generation**  
Generating and nurturing leads over a campaign



**SaaS / B2B**  
Subscription based businesses & software based

# 117,000+

Our email base subscribers:  
Jobseekers + Career Professionals

# 6,000+

Our email base subscribers:  
Employers + Business Owners

## Native Web Advertising

Built for niche audiences.  
Designed for results.

*Native ad-placements of premium slots  
across our platform.*



### Native Ads

Native and contextual formats that  
blend naturally with our content &  
platform



### Niche Reach

Reach an engaged niche  
audience on our platform



### Wider Visibility

Tap into broader visibility beyond  
search and social

### Ideal Advertisers, Campaign Goals



#### Consumer brands

Brands building  
top-of-funnel awareness



#### Lifestyle brands

Businesses targeting niche  
audiences



#### Scaling

Expanding reach and brand  
recognition at scale

# 1M+

New users that visited our platform in 2025

# 53%

Segment of active users aged  
between 25-34 years

## SMS Advertising

Instant engagement.  
Measurable results.

*Immediate, personal, and impossible to miss.*



### High Delivery Rates

Most direct channel for messages  
to be read within minutes



### Instant Reach

Perfect for time-sensitive offers,  
alerts, and reminders



### Cost-Effective

Affordable for campaigns of all  
sizes, users don't require internet

### Ideal Advertisers, Campaign Goals



#### Service industry

Service businesses with  
mobile-first customers



#### Limited promotions

Time-sensitive promotions,  
flash sales, reminders

# 57%

Average engagement rate of our  
SMS channel in 2025

# 99%

Our average delivery rate of  
the SMS channel

## Social Media Advertising

Build awareness.  
Drive action.

*Precision targeting and visual storytelling  
where attention lives.*



### Brand Building

Social is strong on visual  
storytelling across platforms



### Community Engagement

Tap into already built  
communities for engagement,  
and social proof



### Audience Targeting

Enables granular targeting by  
interest, behavior, and lookalike  
audiences

### Ideal Advertisers, Campaign Goals



#### Consumer brands

Brands with visual products  
or a strong brand story



#### Targeted Campaigns

Businesses that want to target  
specific demographics



#### Social Proofing

Key for building communities  
& engagement

# 150,000+

Our social media followers and subscribers

# 500,000+

Our organic impressions across  
social media channels in 2025

## Search Engine Advertising

Show up first.  
Win more customers.

Show up exactly when someone is ready to buy.



### Capture Intent

Capture high-intent customers actively searching for your offer



### Increase Your Clicks

Pay-per-click model means measurable, trackable ROI



### Keyword Targeting

Enables granular keyword, location, and audience targeting

### Ideal Advertisers, Campaign Goals



**Popular Product Category**  
Businesses with products or services people search for



**Localised campaigns**  
Local and service businesses wanting immediate lead flow



**Demand Extraction**  
Perfect for demand capture at the exact moment of intent

# 4M+

Google Search impressions generated in the jobs search category in 2025

# 22%

Our average click through rate (CTR) for all branded searches across Google

## Display Advertising

Keep your brand in front of **the right audience.**

*Visual, persistent brand presence — and a second chance to convert.*



### Visual Ads

Perfect for visually rich banners and rich-media ads across the platform



### Top-of-Mind

Key for retargeting which keeps your brand in front of past visitors



### Re-engagement Channel

Strong performer for re-engaging warm, lower-funnel audiences

### Ideal Advertisers, Campaign Goals



#### Long Conversion Cycles

Brands running retargeting to convert warm website visitors



#### Awareness Campaigns

Campaigns to stay top-of-mind and recover abandoned visitors



#### Impressions Volume

Businesses seeking cost-efficient impression (views) volume

# 550,000+

The display traffic volume our platform acquired in 2025

# 95%+

% of display traffic from mobile devices in 2025

## Summary

# Channels at a glance

### Email



**Funnel Stage**  
Retention & loyalty



**Ideal Business Target**  
Existing customers & subscribers



**Key Metric (s)**  
Open rates, CTR, ROI



**Funnel Stage**  
Awareness & conversion



**Ideal Business Target**  
Visual branding and community building



**Key Metric (s)**  
Engagement rates

### Social media

### Native Web Ads



**Funnel Stage**  
Awareness



**Ideal Business Target**  
Broad reach on premium slots



**Key Metric (s)**  
Reach / Impressions (Views)



**Funnel Stage**  
Intent & conversion



**Ideal Business Target**  
High-intent searchers



**Key Metric (s)**  
Impressions, Cost per conversion

### Search Ads

### SMS



**Funnel Stage**  
Action & urgency



**Ideal Business Target**  
Time-sensitive promotions



**Key Metric (S)**  
Open rates, clicks, CTR



**Funnel Stage**  
Retargeting & awareness



**Ideal Business Target**  
Website visitor re-engagement



**Key Metric (s)**  
CTR / Impressions, CPM

### Display Ads

Summary

Brands we've worked with



## Summary

## Past campaigns



### Graduate Trainee Programme

Kickstart your banking career with our 24-month Graduate Programme, a structured, hands-on journey designed to develop the next generation of banking leaders. Through rotations across Credit, Retail Banking, Operations, and Business Development, you'll gain real-world experience, build critical skills, and discover where your potential can take you.

Applications close on 19th June 2026  
Click the link in caption to apply.

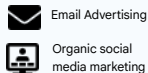
**Eligibility Criteria**

- Hold a bachelor's degree in a business-related discipline (Second Class Upper or above)
- Have at least a Credit pass in both Mathematics and English at O'Level
- Graduated 2023 or 2026
- Willing to work at any location within HFB's branch network across Uganda

SCAN TO APPLY




We executed a one-month targeted recruiting push—using email, paid Meta ads, and organic social media—that generated **1,400 candidate applications** for the bank's 2025/2026 Graduate Trainee Program.




### AIRTEL INTERNSHIP PROGRAMME 2026

Airtel Uganda Limited, the country's fastest growing telecom company, and a subsidiary of Bharti Airtel Limited is seeking to recruit highly motivated, result oriented and dynamic interns based in Uganda for our 2026 Airtel Internship Program.

**The program will run from  
1st June to 30th August 2026**

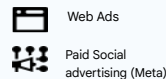
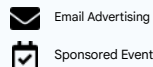
Please note that our preferred interns are 2<sup>nd</sup> year students for those doing a 3-year course and 3<sup>rd</sup> year students for students doing 4–5-year courses.

**Vacancies Available in:**

Marketing | Sales and Distribution  
Supply chain | Finance | Networks  
Human Resource | Airtel Money  
MDs office | Legal & Regulatory



We executed a month-long targeted recruitment push—using email advertising, paid Meta ads, and organic social media—that attracted over **1,600 applicants** for the company's Graduate Management Program.




### Lato Graduate Trainee Program 2023

Are you a recent graduate, aged 21-25, hungry for a chance to thrive? Join us at Lato and unleash your potential!

**Requirements:**

- Bachelor's degree with a minimum of second-class Honors or its equivalent.
- Graduated between 2021 & 2023.

Explore Your Path in:

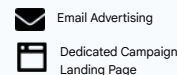
IT, HR, Sales, Legal, Finance, Supply Chain, Strategy, Engineering, Quality, or Dairy Technology.

**Deadline: Friday 22 September 2023**

[Apply Now!](#)




We executed a multi-channel recruitment drive—using email advertising, paid and organic social posts, and a dedicated landing page—that generated **2,206 applications**, issued automated assessments, and delivered 338 shortlisted candidates for the 2023 Graduate Trainee Program.



## Average pricing per channel (all VAT exclusive)

| Channel        | Cost (in Ugx)<br>(VAT exc.) | Cost (in USD)<br>(VAT exc.) | Frequency                                                | Minimum Order Threshold                             |
|----------------|-----------------------------|-----------------------------|----------------------------------------------------------|-----------------------------------------------------|
| Email          | Ugx. 1,100,000              | \$300                       | Per email executed for campaign custom database          | Minimum Database size: 1,000 contacts               |
| Native Web Ads | Ugx. 1,500,000              | \$385*                      | Per banner slot per month [Homepage]                     | N/A                                                 |
| SMS            | Ugx. 500,000                | \$135                       | Per SMS campaign                                         | Minimum SMS sends: 6,500 per campaign               |
| Social Media   | Ugx. 1,300,000*             | \$350*                      | Budget & duration vary per selected channels*            | Minimum budget order \$200 or its equivalent in UGX |
| Search Ads     | Ugx. 2,000,000*             | \$540*                      | Budget & duration may vary based on keyword competition* | Minimum budget order \$350 or its equivalent in UGX |
| Display Ads    | Ugx. 2,500,000*             | \$675*                      | Budget & duration may vary based on campaign type*       | Minimum budget order \$450 or its equivalent in UGX |

\*Pricing customizable per campaign requirements. Advertiser can pay in either UGX or USD | All services pre-paid

## Summary

# Subscription pricing



### Starter Plan

**Ugx.1,850,000**  
per month

/ USD 500\*

#### Includes:

- 1x Email advertising campaign
- 1x SMS push campaign
- Organic social media mention (1 platform)
- Monthly campaign reporting
- Audience segmentation & reach: Up to 5,000 accounts

### Growth Plan

**Ugx.7,500,000**  
per month

/ USD 2,000\*

#### Includes:

- Up to 4x Email advertising campaigns
- 2x premium banner positions
- 1x featured article sponsorship
- Boosted social media promotion
- Search advertising cross-platform
- Audience segmentation & reach: Up to 25,000 accounts



Monthly analytics dashboard, up to 1x SMS push campaign & organic social across all key platforms.

### Agency Plan

**Let's Talk**

#### Includes:

- All channels access
- Unlimited client accounts (fair use)\*
- Custom agency dashboard
- Multi-A/B testing campaigns
- Video Campaigns
- Commercial discounts up to 20%

\*Fair Use Policy: Unlimited client accounts designed for agency use, with safeguards to ensure a consistent experience for all customers.



### Audience profile

# 51%

of our users are female,  
58% of them above 25  
years.



### Engagement

Our users spent an average of **3 minutes and 27 seconds per session in 2025**, a 9% decrease YoY from 3 minutes 48 seconds in 2024.



### Audience interests

According to our Google Analytics data, our active users in 2025 demonstrated diverse interests across several key categories. The largest audience segment was interested in **Media & Entertainment (31%)**, followed by **News & Politics (25%)**, **Technology (20%)**, **Sports (19%)**, **Lifestyle (15%)**, and **Banking & Finance (8%)**, among other interests.



### Devices

Mobile accounts for 90%+ of all our new and active users with **8% of them using iOS devices (93K+) in 2025**, a 47% YoY growth.

## Summary

# Restricted on-platform product & service ads



## Brand Protection

We appreciate the opportunity to work with as many potential clients as possible, we also restrict certain products and services from being advertised directly on our platform.

We believe that considering the industry and segment we dominate, it is important that we protect our users and brand.



Alcoholic Beverages



Gambling / Betting



Smoking / Vaping



Adult / Mature  
Content



Other harmful products /  
services (scams, financial  
pyramid schemes,  
weapons, explosives etc)

We reserve the right to reject, request modifications to, or decline any advertising campaign after reviewing its content, product, or service for compliance with our advertising policies, applicable laws, and third-party platform requirements.

We also reserve the right to pause, suspend, or cancel any campaign after it has gone live if it is subsequently found to be non-compliant, inappropriate, or in breach of applicable laws, platform policies, or our advertising standards.

# How we work together.

Don't let the budget scare you into **ghost mode** — we negotiate, we don't bite. That's why during our interactions, you will discover a lot is very customizable.

01



## Discover

Understand your goals, audience, and current channel performance (if any)

02



## Strategize

Build a custom multi-channel media plan and budget allocation.

03



## Launch & Optimize

Deploy campaigns, test creative, and refine in real time.

04



## Report & Grow

Transparent reporting and reinvestment in what performs best.

# Let's Build Your Campaign

Here's what happens next.

1

## Schedule a Strategy Call

A 45-minute conversation about your goals and audience.

2

## Receive a Custom Proposal

A tailored channel mix, budget, and timeline for your business because every campaign is unique

3

## Launch in as Little as 2 Weeks

We handle setup, creative, and tracking from day one.

Please, please....  
no ghost mode,  
let's chat



## Get in Touch

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Don't just *advertise*. Invest in  
your *brand's growth*

Unleash your brand's potential!



