

Kaymu Launches Referral Program to Reward Loyal Buyers

Kaymu.com.ng, Nigeria's #1 online marketplace, is excited to announce the launch of its referral program, a rewards initiative for loyal buyers who can earn Kaymu vouchers for referring friends, family, or colleagues to the site.



Info Lagos, Nigeria | Published on: February 5, 2016

AFRICA INTERNET GROUP

Summary **Kaymu.com.ng, Nigeria's #1 online marketplace, is excited to announce the launch of its referral program, a rewards initiative for loyal buyers who can earn Kaymu vouchers for referring friends, family, or colleagues to the site.**

Spokesperson

Bankole Cardoso
Head of Communications at
Africa Internet Group
bankole.cardoso@africainternet
group.com
 BankyC

Details February 5th, 2016 - Kaymu.com.ng, Nigeria's #1 online marketplace, is excited to announce the launch of its referral program, a rewards initiative for loyal buyers who can earn Kaymu vouchers for referring friends, family, or colleagues to the site.

The Referral Program allows avid buyers to share a custom link with their network, prompting them to join Kaymu. This initiative is in line with our mission to involve our community and promote social shopping, by encouraging buyers to share their love for Kaymu with others, and rewarding them through Kaymu vouchers.

With great enthusiasm about the program's promise, Kaymu's Managing Director Sefik Bagdadioglu commented, "Community is how we define ourselves, so growing through sharing is the right step forward!"

Referrers can earn up to ₦100,000 in the form of vouchers redeemable on the site. For every purchase resulting from a referral, the referrer and referee are awarded ₦500 that they can collect and redeem towards their purchases. Referrers are also able to manage their referrals through a dedicated platform that enables them to keep track of their vouchers and the transactions made by their friends.

For Bagdadioglu, the Referral Program is a great way to extend our reach to more members of our community and celebrate the social features of our mobile app. "This is an opportunity to engage our buyers with the social side of the business; Kaymu is all about finding something you love, sharing it with like-minded people, and coming back to shop from your favorite sellers."

The referral links have already been made available to our top buyers. We encourage all other interested members of the Kaymu community to sign up here to get on the wait list for referral links.

Relevant links  Kaymu

Images



About AFRICA INTERNET GROUP

Africa Internet Group, the leading internet platform in Africa, promotes sustainable online growth that benefits both businesses and consumers. Firmly rooted in Africa's startup ecosystem, the group provides easy-to-use services and smart solutions across the African internet sector. AIG is invested in furthering regional entrepreneurship and innovation through a passion for Africa, its culture and its people. AIG is the parent group of ten successful and fast-growing companies in more than 30 African countries. Its network of companies includes Carmudi, Easy Taxi, Everjobs, hellofood, Jovago, Jumia, Kaymu, Lamudi, Vendito and Zando.