



## Online Media

iHarare News is one of Zimbabwe's Loudest Internet Newspaper with more than 1 million visitors in a day and 50k WhatsApp Subscribers provides latest news and updates across different categories Jobs, Education, Classifieds, Events, Current Affairs, Technology , Entertainment, Movies, Sports and much more

Picky Assist helps iHarare to interact their readers through all modern communication channels using a fully automated chatbots, readers can request news from specific category and all relevant news will automatically send as reply to the readers which adds more convenient for the readers to get the most relevant news at their finger tip.

Readers can also find offers nearby by sharing location, participate in various quizzes, virtual events and win prize from their advertisers which keeps the reader's more engaged with iHarare News.

### --- RESULT ---

**50%**

Increase in Readers

**30%**

Increase in Active Readers

**15%**

Revenue Increased

Picky Assist handles more than 3 million interactions in a month for Harare media across various communication channels.