



# COMPANY PROFILE

“Your Business,  
**More** visible, **More** Profitable”



ESTABLISHED IN  
**2023**



**More** Visibility



**More** Reach



**More** Success



CONNECTING PEOPLE . CREATING OPPORTUNITIES



Vehicles



Property



Electronics



Jobs



Services



Vehicles



More



[www.more.co.ke](http://www.more.co.ke)

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# Executive Summary

**More Classifieds** is a digital marketplace and marketing company founded in 2023 to help businesses across Kenya become more visible, discoverable, and connected to customers.

we provide a simple and centralized space where people can discover trusted products and services while businesses gain increased visibility and direct enquiries.

Through affordable business listings, sponsored advertising, and targeted digital promotion across platforms such as Google and Meta, we empower businesses to expand their reach and grow in the digital economy.

Combining data-driven marketing, creative strategy, and strong local market insight, we help businesses reach the right audiences and turn online visibility into real growth opportunities.

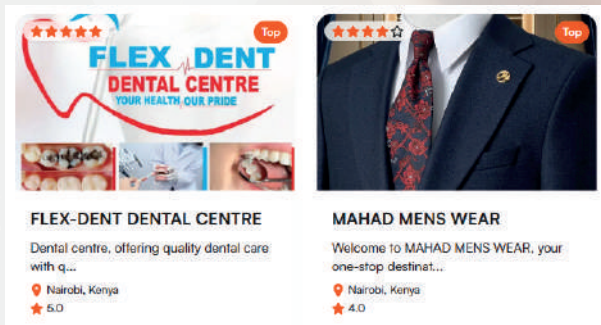
Our mission is to simplify business discovery, strengthen local enterprises, and make digital visibility accessible, measurable, and profitable for entrepreneurs across Kenya.

# Our Services & Products

We pride ourselves in offering a range of innovative services and solutions tailored to meet the needs of our diverse clients, helping businesses enhance their visibility, reach the right audiences, and achieve measurable growth.

## Premium Business Directory:

More Business lists and showcases business profiles in an organized directory, grouped by business categories such as restaurants, retail stores, malls, properties, and service providers, making it easy for customers to find and connect with what they need.



## Social Media Management:

We offer Social Media Management for your brand, company, or products. Beyond posting and scheduling, we develop comprehensive strategies for content management, influencer partnerships, and audience engagement.

### Sponsored Ad Campaigns:

Focused on delivering measurable ROI through precise audience targeting, compelling creative execution, and detailed performance tracking. Our Able team are able to setup and target successful online campaigns for various events, products activation and record great impact.



### Content Creation: :

Our Media Team creates high quality, visually engaging content that tells brand stories, showcases products, and captures event highlights.



### Event Promotion:

Generating buzz and attracting attendees through strategic marketing and partnerships, from pre-event teasers to post-event coverage.



### Reporting and Analytics:

Providing actionable insights and performance metrics to optimize marketing strategies and drive impactful results

# Mission & Vision

Our mission is to empower individuals and businesses to thrive online through a trusted, user friendly platform ([www.more.co.ke](http://www.more.co.ke)) that enables seamless discovery, verified transactions, and meaningful connections; while fostering community, transparency, and sustainable economic growth.

## OUR MISSION



## OUR VISION



**Our vision** is to become the go-to digital marketplace where buying, selling, and connecting with businesses is simple and seamless. We aim to build a trusted and innovative platform that supports business growth, economic opportunities, and meaningful connections for everyone.

# Core Values



## Integrity

We conduct our business with strong ethical principles, ensuring that every interaction with our clients, partners, and users is guided by professionalism and responsibility.



## Honesty

We communicate truthfully and openly with businesses and customers, building lasting relationships based on trust and reliability.



## Teamwork

We believe that collaboration both within our team and with our partners and clients is key to delivering better solutions and achieving shared growth.



## Transparency

We maintain clear processes and open communication in how we operate, ensuring that businesses understand our services, pricing, and the value we deliver.

# Our Platform Features

## Classified Listings

A dynamic online marketplace where businesses and individuals can post products and services, making them easily discoverable to customers actively searching within specific categories and locations.

## Business Pages

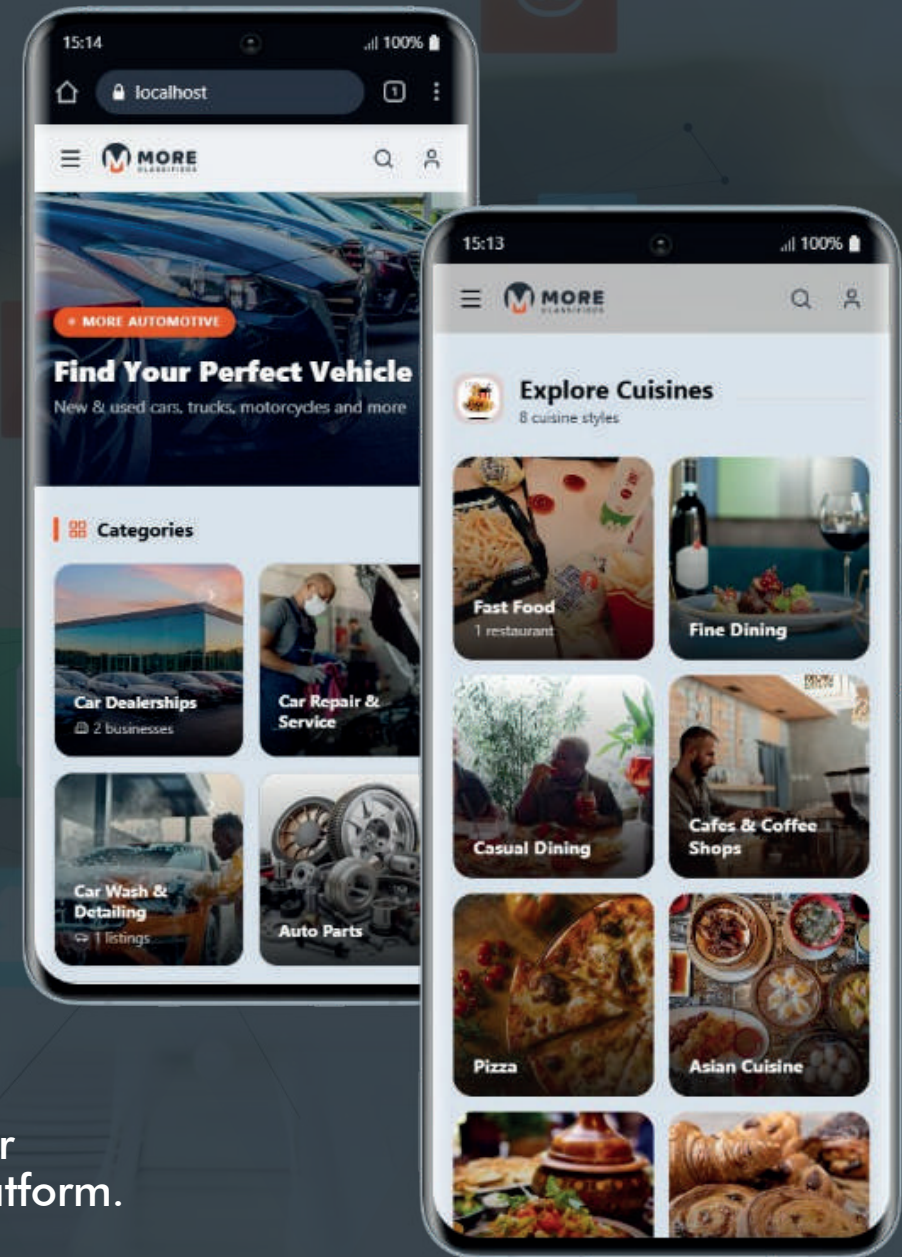
Dedicated business profiles that showcase company information, contact details, product offerings, and brand identity creating a professional digital presence that builds trust and credibility.

## Advertising Solutions

Strategic promotional tools including sponsored listings, homepage banner ads, and targeted digital advertising across Meta and Google platforms to increase visibility, drive traffic, and generate qualified enquiries.

## Integrated Ecosystem

A connected digital ecosystem that supports business growth beyond listings combining marketplace visibility, advertising services, and business-focused solutions under the More brand to create a complete, scalable growth platform.



# Why Us

We provide a centralized, affordable, and results-driven platform that helps businesses become more visible, accessible, and competitive in today's digital marketplace.



## Client-Centric Focus

Collaborative partnership tailored to your specific business goals.



## Local Market Expertise

Mastery of Kenyan consumer trends and high-impact digital channels.



## Proven Growth Strategies

Vetted, results-oriented methods for scaling reach and lead generation.



## Data-Driven Execution

Strategic growth fueled by precise analytics and transparent reporting.



## Integrated Growth Support

End-to-end marketing solutions that turn visibility into sustainability.

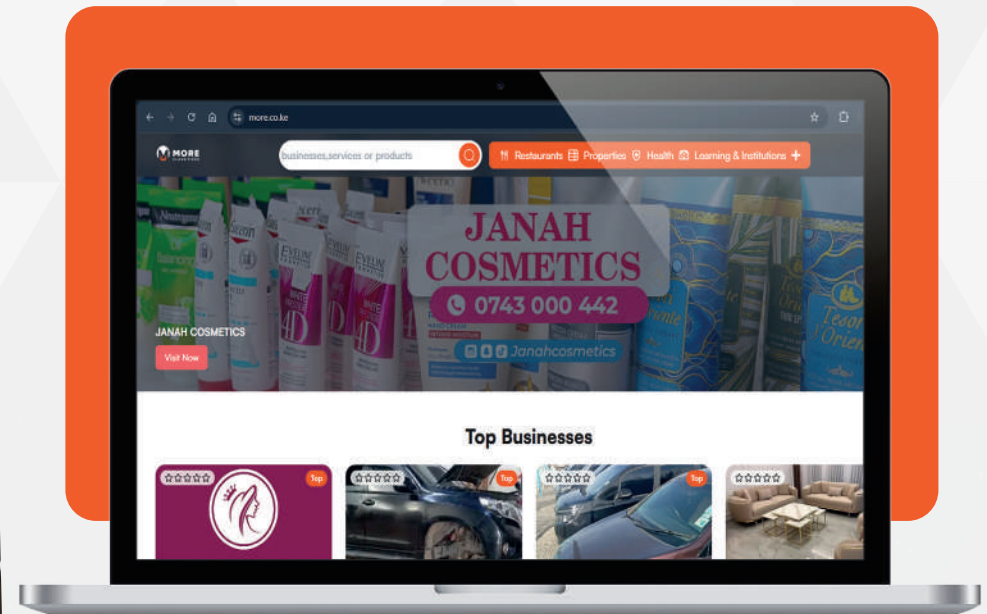


## Verified Businesses

Building marketplace trust through vetted profiles and authentic discovery.

# Industries We Serve

Our platform is designed to serve businesses of all sizes across diverse industries, helping them connect with customers actively searching for their products and services.



We work with a wide range of sectors by providing digital visibility and advertising solutions across diverse categories, tailored to their needs.

# Some Popular Categories



Vehicles &  
Automotive



Real Estate &  
Property



Electronics &  
Home Appliances



Fashion &  
Property



Furniture, Home  
& Garden



Jobs &  
Services



Business &  
Industrial



Health &  
Beauty



Sports &  
Hoobbies



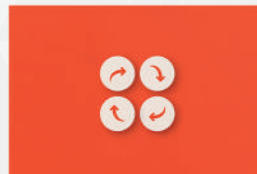
Pets &  
Animals



Community  
& Events



Gifts &  
Giveaways



Others /  
Miscellaneous

# Other Services & Brands

## More Delivery



More Delivery is a comprehensive logistics platform integrated with More Classifieds Agency to connect customers, riders, and vendors within Kenya's digital economy. The system features a GPS-enabled ecosystem where customers can request instant or scheduled deliveries via M-Pesa, card, or cash. While vendors utilize automated order syncing and inventory tools, riders use a dedicated dashboard with AI-powered routing and flexible payout management. The entire operation is overseen by a centralized administrative panel that handles financial distribution and dispute resolution to ensure a reliable workflow.

## More HR



More HR Connect serves as a digital bridge connecting Africa's workforce to global opportunities through a transparent, AI-powered marketplace. By integrating document verification and ethical recruitment workflows, it aims to register 15,000+ job seekers and host 20,000+ verified postings within its first year. Ultimately, it leverages the existing digital reputation of More Classifieds Agency to create a secure pathway for international employment while diversifying the agency's revenue.

## More Trade Portal



The More Trade Portal is a scalable digital solution intended to revolutionize Kenyan trade by bridging the gap between local SMEs and global markets. By integrating secure payments, verified business profiles, and end-to-end logistics, More Classifieds Agency aims to transition from a business directory to a primary enabler of regional commerce. This initiative seeks to boost Kenya's foreign exchange earnings and reduce unemployment by empowering the SME sector.

# Our Impact in Numbers

**13,000+**

**Onboarded businesses**  
Thousands of verified businesses actively use More Classifieds to reach customers, generate leads, and grow their visibility

**20+**

**Team of Experts**  
A multidisciplinary team spanning engineering, digital marketing, photography, and management, focused on performance and execution

**5,000+**

**Daily website visitors**  
A growing, engaged audience visiting More Classifieds daily to discover products, services, and verified sellers

**10+**

**Global Partners**  
Strategic partnerships across multiple regions, with recent expansion into the Gulf market supporting international growth.

# Testimonial

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## **MANNOL**

Mannol Kenya – Nairobi, Kenya

Working with MORE CLASSIFIEDS was a great experience for us at MANNOL KENYA. Their team was friendly, hands on, and took the time to visit our company, create quality content, and run well planned Meta ad campaigns that truly reflected our brand. They kept us updated with clear weekly reports and, most importantly, their work delivered real results more visibility, more customer engagement, and actual sales that helped grow our business. We truly appreciate their professionalism and would confidently recommend them to any business looking to strengthen their online presence.

Yasir Abass

**MANNOL KENYA**

<https://more.co.ke/Mannolkenya>

# Testimonial

**MAHAD**  
Mens Wear

## Mahad Menswear – Nairobi, Kenya

Before partnering with More Classifieds, our inquiries were low and sales felt stagnant despite having quality products. We knew we needed better visibility in a crowded market, but we didn't have the time or expertise to figure out digital advertising on our own.

More Classifieds changed that completely. Their focused digital strategy targeted listings, smart promotions, and ongoing support put us in front of the right customers quickly. Within a short time, we saw a significant increase in leads, foot traffic, and actual sales. The results were measurable and real.

More Classifieds didn't just give us ads; they gave us growth. We're now more confident, busier, and better positioned for the future. If you're a business owner looking to break through the noise and get discovered, More Classifieds is the partner you need.

Mahad,  
Owner, Mahad Menswear  
<https://more.co.ke/MahadMensWear>

# Case Studies

## Mahad Menswear – Nairobi, Kenya

### Challenge

Mahad Menswear faced low lead volume and intense competition from nearby stores within BBS Mall, limiting visibility and customer acquisition.

### Solution

We developed a personalized, product-focused landing page that allowed customers to browse and place orders directly online. This was supported by a focused Meta ads strategy, combining a traffic campaign to drive high intent visitors and a lead generation campaign to capture inquiries.

### Results

Mahad Menswear recorded an 80% increase in inquiries, a 56% increase in sales, and achieved a 10x return on ad spend, significantly improving performance in a highly competitive retail environment



# Case Studies

## Mahad Menswear – Nairobi, Kenya

### Challenge

Anas Viet Thobes faced limited inquiries and stagnant sales in a competitive market, with no prior advertising campaigns to build awareness or drive traffic ahead of Ramadhan and Eid.

### Solution

More Classifieds deployed a targeted Meta Ads campaign across feeds, reels, stories, and Marketplace, featuring urgency-driven messaging, descriptive carousel layouts, high-quality visuals, and optimized WhatsApp flows to streamline leads.

### Results

The campaign exceeded visibility expectations, achieved lower costs per interaction than industry benchmarks, generated numerous high-intent messaging conversations and landing page views, and resulted in confirmed sales through WhatsApp inquiries and direct website orders. Positive comments reflected strong engagement, highlighting a resonant creative fit and a scalable formula for future efforts.



## Our Pattners



## Our Clients



Join us in transforming how Kenyan businesses grow.

### Contact Us

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