



# WEBINJA AFRICA

Full-Service Digital Solutions · Nairobi, Kenya

DIRECTOR · **Kelvin Magochi**

## End-to-end digital growth for Kenyan & East African businesses

Web Dev • M-Pesa APIs • Bulk SMS • AI Integrations • SEO • Mobile Apps

[webinjafrica.com](https://webinjafrica.com) →

### Business Profile

**Webinja Africa** is a Nairobi-based, full-service digital agency delivering tightly integrated digital solutions — from responsive web development and M-Pesa API integrations to Bulk SMS, AI-powered features, and app development. The agency empowers SMEs, e-commerce operators, retailers, and institutions across Kenya and East Africa to scale through secure, reliable technology and real-time customer engagement.

**Leadership:** Under the strategic direction of **Kelvin Magochi**, Webinja Africa combines local market expertise with modern engineering to solve critical business challenges: cart abandonment, limited payment options, and fragmented customer communication.

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Nairobi, Kenya

## Target audience

Kenyan & East Africa-based businesses seeking online presence, payment integrations, bulk messaging, and AI-driven enhancements. **Key verticals:** e-commerce, retail, service providers, educational institutions, healthcare & finance.

E-commerce

Retail

Finance

Healthcare

Education

## Value proposition

One-stop shop for web, mobile money, AI & SMS — with emphasis on **secure M-Pesa integrations (Lipa Na M-Pesa, STK Push, C2B)** and high-deliverability bulk SMS with real-time reporting. Local presence ensures fast support and industry-standard compliance.

## Pain points addressed

- ✘ Limited payment options → cart abandonment
- Difficulty integrating mobile money (M-Pesa) securely
- Unreliable customer communication & SMS visibility

✔ M-Pesa integration replaces bank-transfer-only checkout → higher conversions

## Core capabilities

### Full-service digital stack

- ✂ Web development (responsive, fast, SEO-friendly)
- ✂ M-Pesa API integrations (Lipa Na M-Pesa, STK Push, C2B)
- ✂ Bulk SMS API — high deliverability, real-time reports, two-way messaging
- ✂ Mobile App development (iOS & Android)
- ✂ Search Engine Optimization (SEO)
- ✂ AI Integrations (intelligent chatbots, automation)

## Competitive advantages

- ✂ Secure, compliant M-Pesa integrations (industry standard)
- ✂ High SMS deliverability across all Kenyan mobile networks
- ✂ Two-way messaging for interactive customer campaigns
- ✂ Local market focus & Nairobi-based agile support
- ✂ End-to-end journey: from development to AI enhancements

## Business impact & proven results

### Case study: M-PESA integration boosts e-commerce sales by 40%

**Client:** Nairobi-based retail business (electronics & home goods).

**Challenge:** Low conversion rates due to limited payment methods → high cart abandonment.

**Solution:** Webninja Africa integrated M-Pesa payments (Lipa Na M-Pesa, STK Push, C2B) into the existing website.

**Result:** 40% increase in online sales — demonstrating direct revenue impact from seamless mobile money.

### Expected outcomes per client

- ✓ Improved online presence & brand visibility
- ✓ Seamless payment experiences with M-Pesa → reduced abandonment
- ✓ Enhanced engagement via Bulk SMS with real-time insights
- ✓ End-to-end digital scalability (AI, apps, SEO)

M-Pesa integration alone can replace bank-transfer friction, directly lifting conversion rates.

## Strategic insights & market focus

### Target market expansion

Kenyan and East African SMEs, e-commerce operators, fintechs, educational institutions, and healthcare providers. The agency specializes in serving businesses that require **secure digital payments, omnichannel communication (SMS), and AI-ready infrastructure.**

**Market focus:** Finance, E-commerce, Retail, Healthcare, Education.

### Technical backbone

**M-Pesa integrations:** Lipa Na M-Pesa, STK Push, C2B (secure transaction handling).

**Bulk SMS API:** Real-time delivery reports, two-way messaging, carrier-grade deliverability.

**Development:** Modern web/app frameworks, SEO architecture, AI integration readiness.

STK Push

C2B

Lipa Na M-Pesa

REST APIs

### Product overview

A Kenyan digital agency offering Web Development, M-Pesa API Integrations, Bulk SMS API Integration, App Development, SEO, and AI Integrations. All solutions are crafted to enhance business growth across digital touchpoints.

#### Director: Kelvin Magochi

Leading innovation in digital & payment integrations

### Get in touch with Webninja Africa

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Nairobi-based | Support in English & Swahili

**Pricing model:** Tailored project-based and retainer engagements — customized to business needs. Contact Webninja Africa for detailed proposal.

Nairobi-based | Full-service digital agency | Serving Kenya & East Africa

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