



# campaign

Middle East

2021 REPORT

# Brand Reach

(DIGITAL, PRINT, SOCIAL & EVENTS)



# Overall Brand Reach Comparison

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95,800

2021 MONTHLY BRAND REACH

129,000

2022 MONTHLY BRAND REACH

34.6%

AUDIENCE INCREASE



CampaignME.com

The background features a dark grey area on the left and a purple area on the right. A large, semi-transparent letter 'P' is positioned on the right side, overlapping the purple background. The letter 'P' is composed of a brown vertical stem and a purple curved top. Various geometric patterns, including horizontal lines and a hexagonal grid, are visible in the background.

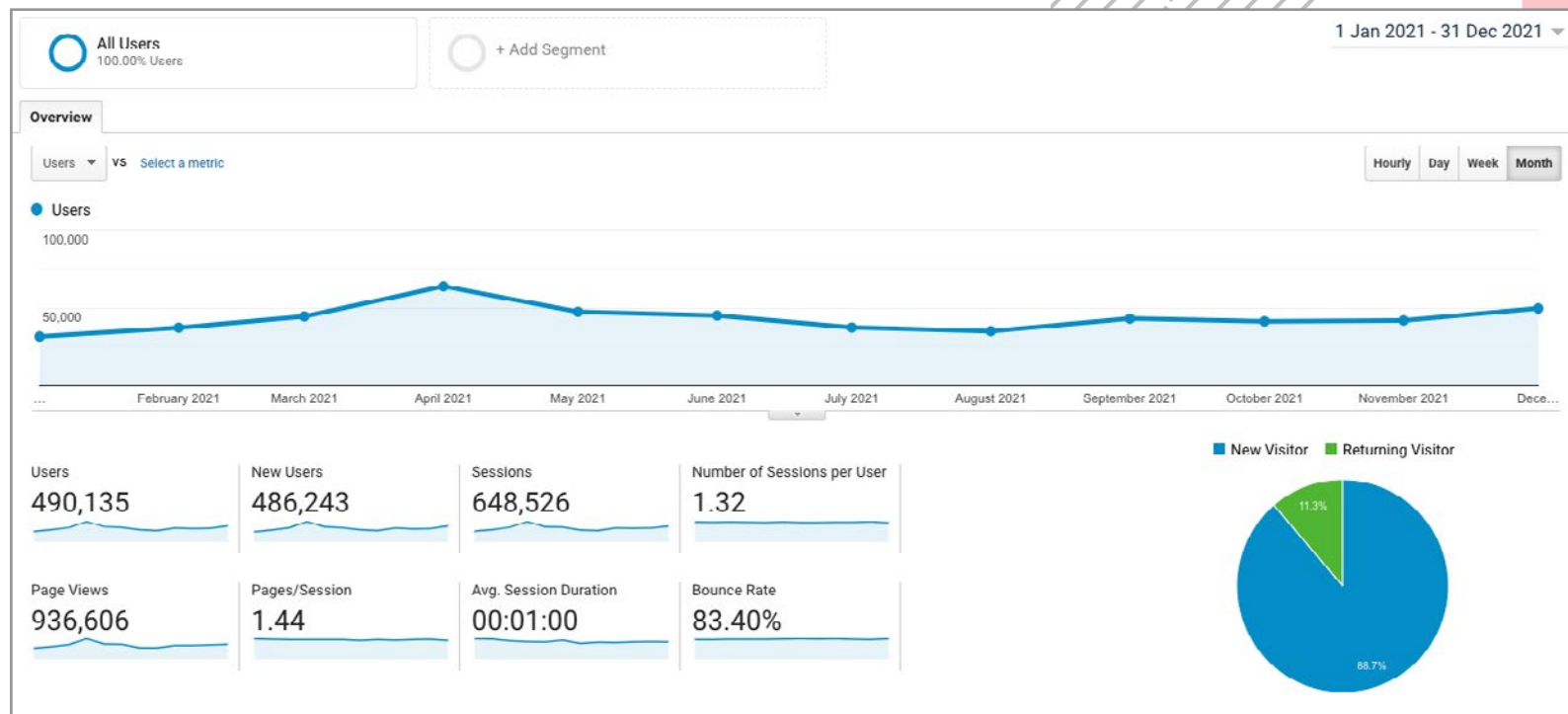
# Website Stats

486,243

UNIQUE WEBSITE VISITORS IN 2021

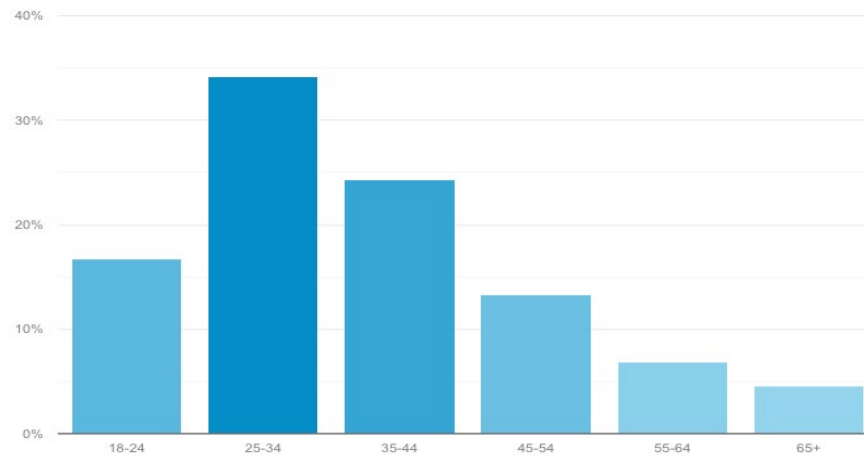
936,606

PAGE VIEWS IN 2021

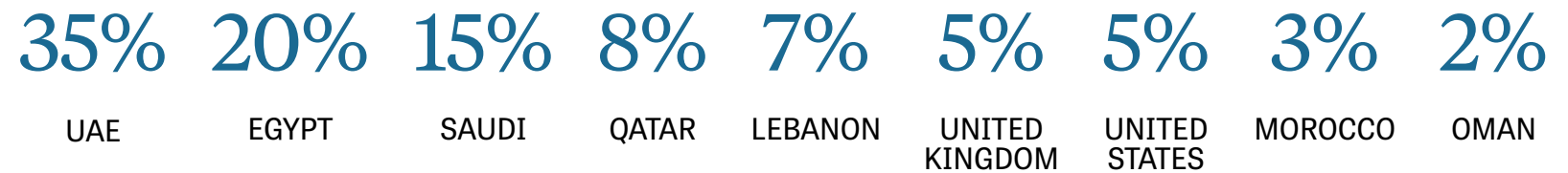
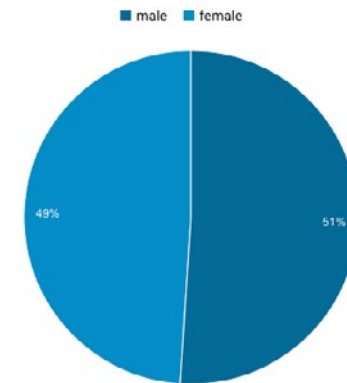


# Website Demographics

Age



Gender



# Reader Interests

## Affinity Category (reach)

3.70%		Shoppers/Value Shoppers
3.27%		Media & Entertainment/Movie Lovers
2.96%		Beauty & Wellness/Frequently Visits Salons
2.88%		Lifestyles & Hobbies/Business Professionals
2.88%		Lifestyles & Hobbies/Fashionistas
2.86%		Shoppers/Luxury Shoppers
2.82%		Travel/Travel Buffs
2.65%		Lifestyles & Hobbies/Green Living Enthusiasts
2.61%		Travel/Business Travelers
2.60%		Technology/Technophiles

## Other Category

3.39%		Arts & Entertainment/Celebrities & Entertainment News
3%		Arts & Entertainment/TV & Video/Online Video
2.44%		Sports/Team Sports/Soccer
2.01%		Reference/General Reference/Dictionaries & Encyclopedias
1.78%		News/Sports News
1.53%		News/Politics
1.49%		[Life Events] Job Change/Recently Started New Job
1.38%		[Life Events] Moving/Recently Moved
1.38%		Jobs & Education/Education/Colleges & Universities
1.31%		Arts & Entertainment/Movies/Bollywood & South Asian Film



## In-Market Segment

3.55%		Business Services/Advertising & Marketing Services
3.23%		Financial Services/Investment Services
2.92%		Employment
2.33%		Education/Post-Secondary Education
2.09%		Employment/Career Consulting Services
2.08%		Software/Business & Productivity Software
1.78%		Financial Services/Banking Services
1.57%		Real Estate/Residential Properties
1.53%		Apparel & Accessories/Women's Apparel
1.52%		Travel/Hotels & Accommodations

# Top Performing Pages in 2021

Page Title ?	Page Views ? ↓	Unique Page Views ?	Avg. Time on Page ?	Entrances ?
	936,606 % of Total: 100.00% (936,606)	822,793 % of Total: 100.00% (822,793)	00:02:16 Avg for View: 00:02:16 (0.00%)	648,488 % of Total: 100.00% (648,488)
1. Campaign Middle East – Homepage	99,422 (10.62%)	72,676 (8.83%)	00:02:09	63,381 (9.77%)
2. Safety, sales and social conscience: Ramadan success stories using Facebook Marketing Solutions – Campaign Middle East	13,898 (1.48%)	12,962 (1.58%)	00:02:02	12,627 (1.95%)
3. TikTok for Business helps reinvigorate the UAE's tourism with World's Coolest Winter Campaign – Campaign Middle East	12,872 (1.37%)	10,080 (1.23%)	00:01:35	9,640 (1.49%)
4. News – Campaign Middle East	11,903 (1.27%)	10,681 (1.30%)	00:01:22	8,141 (1.26%)
5. Zee TV brings world's first ever music league 'Indian Pro Music League' – Campaign Middle East	10,030 (1.07%)	9,391 (1.14%)	00:03:16	9,371 (1.45%)
6. How 5Ds of digital marketing are reshaping global business sector today – Campaign Middle East	8,748 (0.93%)	7,981 (0.97%)	00:05:42	7,949 (1.23%)
7. Pepsi pays a musical tribute to Saudi Arabia – Campaign Middle East	8,597 (0.92%)	7,153 (0.87%)	00:01:46	6,871 (1.06%)
8. Pick of the quarter: Emirates NBD campaign educates the public about fraudster's tactics – Campaign Middle East	7,467 (0.80%)	6,570 (0.80%)	00:01:18	6,421 (0.99%)
9. Blogs & Comment – Campaign Middle East	7,105 (0.76%)	7,103 (0.86%)	00:11:48	7,098 (1.09%)
10. Relevance is the New Reach, here's the proof – Campaign Middle East	6,555 (0.70%)	6,062 (0.74%)	00:01:21	5,973 (0.92%)

[illegible][illegible]

192 Nations. One Venue.

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FEATURED | MEDIA | NEWS | VIDEO & AUDIO


posted on Feb. 22, 2022, at 5:00pm

## Zee TV brings world's first ever music league


### 'Indian Pro Music League'


Saba Samra














Zee TV is set to present audiences with the world's first-ever music league – the Indian Pro Music League (IPML). While the world of sports has seen several league competitions, be it India or abroad, this first-of-its-kind music league will have six teams owned by the likes of Shradha Kapoor, along with her father and brother Shakti Kapoor and Siddhant Kapoor. Goindri along with wife Sanjay, Rakummar Kapoor and Ritesh Deshmukh, along with wife Genevieve D'Souza Deshmukh, representing different regions of India, battling it out against each other in a musical championship. Each team will have popular playback singers as captains, a reality showstar and a fresh







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 posted on Nov 17, 2012 at 1:36 pm


# How 5Ds of digital marketing are reshaping global business sector today

Campaign Staff

Manvour Athani, CEO & Co-founder, iTCAN

The latest available figures have estimated that about 4.54 billion people were active internet users as of January this year, which represented 59 per cent of the total global population. In the coming years, as technologies continue to evolve, the numbers are expected to grow at a rapid pace, as people turn to the virtual world to aid them in their daily tasks, access all forms of information, connect with anyone from around the world, and look for entertainment, among others. Having gadgets such as smartphones, laptops, and tablets are now common place in a connected world.



THE WORK

# 2021 Most Popular Content Categories

Media  
Faces to  
Watch

The Work

Marcomms360

Media

Advertising

New  
Appointments

Breaking  
News

Case Studies

Account  
Wins

Edmond  
Moutran

Online  
Directory

Marketing



# Campaign Magazine



# 12,000 Print Distribution - UAE & KSA

## Distribution Points in the UAE

- ABU DHABI AIRPORT LOUNGES
- ADGMS
- ADVERTISING AGENCIES
- AT THE TOP BURJ KHALIFA
- CI TOWER ABU DHABI
- D3
- DIFC
- DUBAI AIRPORT LOUNGES
- EMIRATES FINANCIAL TOWERS
- ETIHAD TOWERS ABU DHABI
- INDEX TOWER - DIFC
- PR AGENCIES
- RETAIL OUTLETS - (103 OUTLETS)
- YAS MARINA ABU DHABI

## Distribution Points in KSA

- ADVERTISING AGENCIES
- PR AGENCIES

## Designation

DIRECTOR	36.90%
GENERAL MANAGER	20.30%
C-SUITE	12.40%
MARKETING MANAGER	8.84%
PRESIDENT	7.10%
ACCOUNTS MANAGER	2.33%
MANAGING PARTNER	2.00%
CONSUL GENERAL	1.00%
OWNER	2.08%
OTHER	7.06%

## Types of Industries

- AD AGENCIES
- AIRLINES
- AIRPORT LOUNGES
- ARCHITECTS
- BANKS
- CAFE & RESTAURENTS
- CAR SHOWROOMS
- COLLEGE/SCHOOLS
- CORPORATE COMPANIES
- D3
- ELECTRONICS
- HOSPITAL/CLINICS
- HOTELS
- INTERIORS
- IT
- MARKETING
- MEDIA
- PR AGENCIES
- SPA/SALON
- TELECOM
- TOURISM

# Campaign digital issues on ISSUU platform



# Campaign Digital Issues



# 2021 Digital Issue Stats

## Totals

**338,695**

IMPRESSIONS

**30,901**

READS

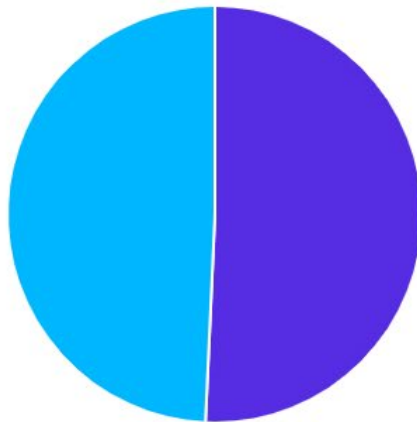
**00:04:52**

AVG. READ TIME

**889**

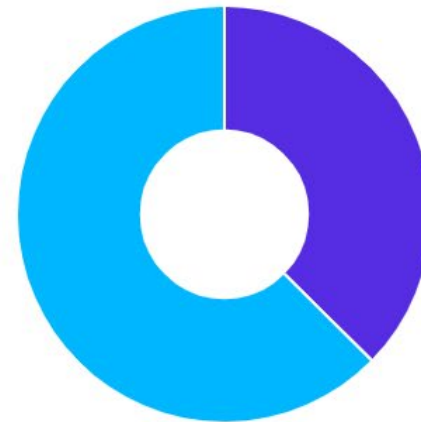
CLICKS

## Reading Devices



● Desktop 51%  
● Phone 49%

## Sources



● Embeds 37%  
● Issuu.com 63%

# EDMs



# Campaign Subscribers

## Database Growth

2019 8K database

2020 14K database

2021 24K database

## Top Subscriber Designations

MARKETING MANAGERS	21.9%
DIGITAL MARKETING MANAGERS	20.30%
GENERAL MANAGERS	12.40%
MEDIA MANAGERS	8.85%
HEADS OF MARKETING	7.10%
ACCOUNT MANAGERS	6.25%
DIRECTORS	5.15%
C-SUITE	4.0%
OTHERS	12.05%

# Database Industries

---

Adtech

Creative  
Agency

Media

Advertising

Digital  
Agency

Media  
Agency

Advertising  
Agency

Government

Publishing

Brand

Consultancy

Marketing

Other



# EDM Performance

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Campaign's average open rate is between

20 to 25%  
and CTR 3%



Campaign's open rate is way higher compared to the industry standard as we have stopped sending jpeg/flyer images and follow strict best practices and optimisation strategies.



Best dispatch day:

Monday or  
Tuesday



Best dispatch time:

10.30 to 12.30pm &  
2.30 to 4.30pm

# Top 5 Third Party Open Rates

Email Name	Total Sends	Total Delivered	Total Opens	Open Rate	Total Clickthroughs	Click-to-Open Rate	Total Possible Forwards
NQP - YouGov - 107830 - 1/11/21 - YouGov study – the gaming influencer landscape.	19,863	19,174	9,945	51.87%	476	3.99%	68
NQP - Huawei - 106671 - 17/11/21- HUAWEI Ads enables advertising solutions	26,644	25,555	9,900	38.74%	189	2.11%	50
NQP - Huawei - 106671 - 8/12/21 - In-app advertising: The Golden Gate to advertisers	26,129	25,848	8,124	31.43%	123	1.59%	42
NQP - MMA Global - 108187 - 8/11/21 - Register for Complimentary invite for	25,069	24,814	7,909	31.87%	93	1.12%	48
NQP - Tiktok - 107836 - 06/10/21 - Say goodbye to media plans	25,981	25,056	7,632	30.46%	487	3.00%	69

## EDM Links

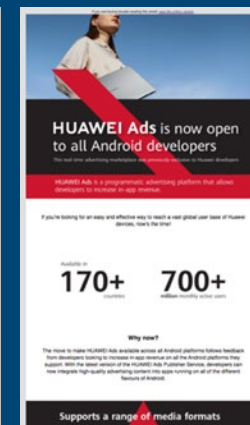
[YouGov](#)

[Huawei](#)

[Huawei](#)

[MMA Global](#)

[TikTok](#)



# Top 5 Third Party CTR

Email Name	Total Sends	Total Delivered	Total Opens	Open Rate	Total Clickthroughs	Click-to-Open Rate	Total Possible Forwards
NQP - Tiktok - 107836 - 06/10/21 - Say goodbye to media plans	25,981	25,056	7,632	30.46%	487	3.00%	69
NQP - YouGov - 107830 - 1/11/21 - YouGov study – the gaming influencer landscape.	19,863	19,174	9,945	51.87%	476	3.99%	68
NQP - YouGov - 107830 – 27/9/21 - Infographic – Saudi Arabia's Gen Z Video Streamers	21,300	21,268	6,748	31.73%	398	4.98%	38
NQP - Tiktok - 3 - 24/10/21 - 108099 - For You Summit 2021 Email Invite	17,135	15,041	4,989	33.17%	359	6.24%	62
NQP - Tiktok - 106904 - 20/6/21 - Learn about TikTok's audience behavior during	24,907	24,651	5,338	21.65%	358	5.93%	58

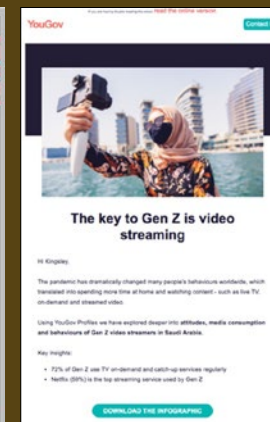
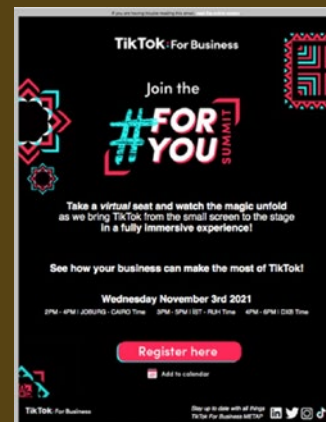
## EDM Links

TikTok

YouGov

YouGov

TikTok



# Best Performing Newsletter Content

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New  
Technologies

Creative  
Campaigns

Marketing  
Game  
Changers

Trends

Celebrities

Power List

Case Studies

New  
Appointments

Faces to  
Watch

Event  
Launches

Partnerships

Account  
Wins

Social



# LinkedIn Followers

## Follower highlights ?

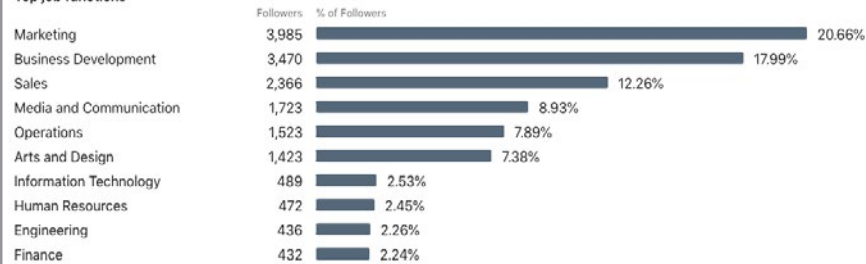
22,660

Total followers

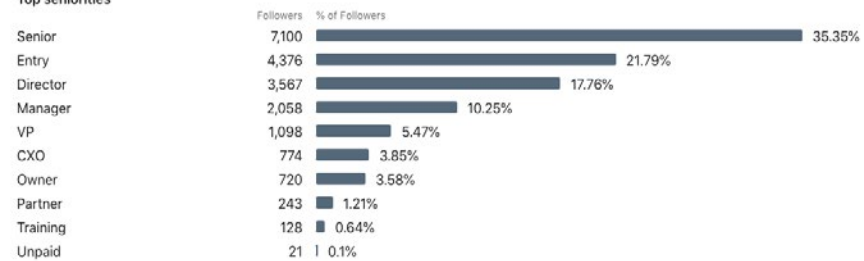
466 ▲10%

New followers in the last 30 days Jan 1, 2022 - Jan 31, 2022

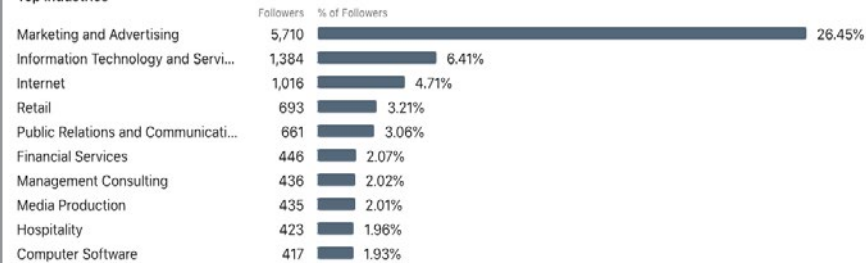
### Top job functions



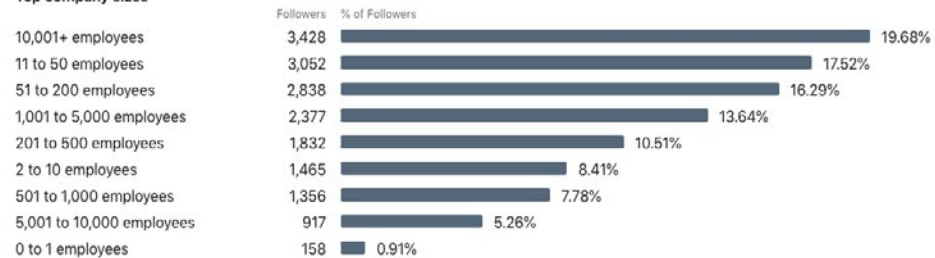
### Top seniorities



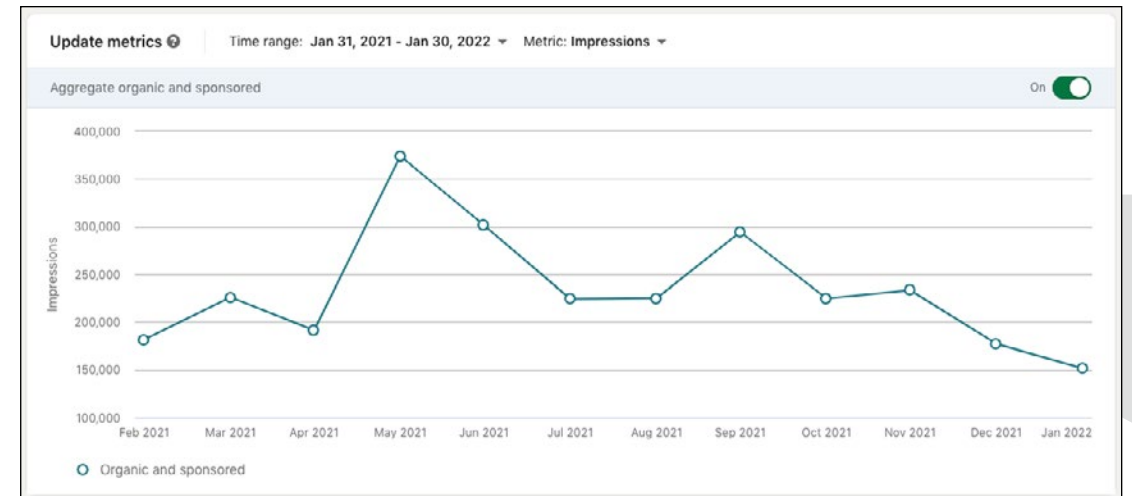
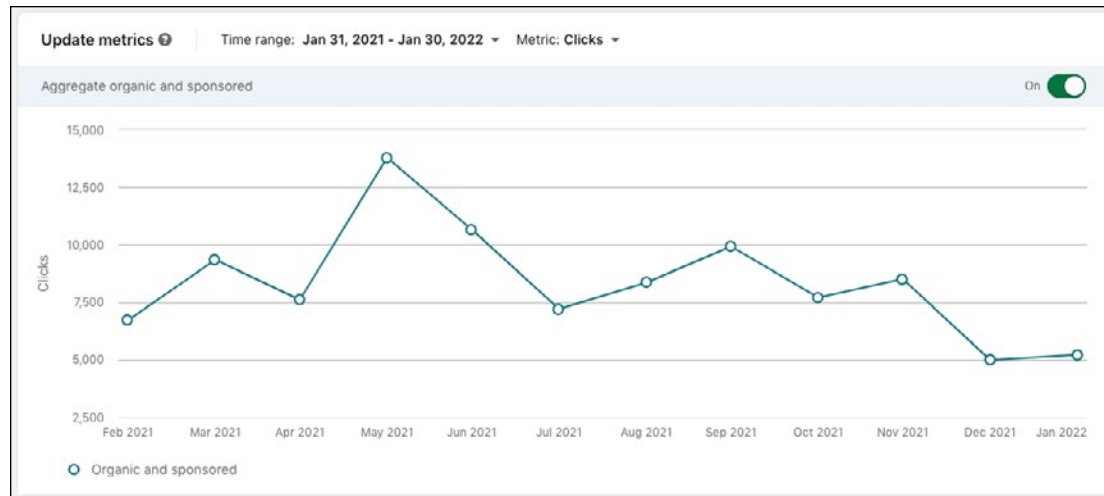
### Top industries




### Top company sizes




# LinkedIn Impressions & Clicks




# LinkedIn Top Performing Posts



**Campaign Middle East**  
22,966 followers  
5d • Edited •

Google announces **Anthony Nakache** to take the role as the new managing director for Google in the Middle East & North Africa, based in Dubai.  
[#appointment](#) [#MD](#) [#MENA](#)




Google announces the appointment of Anthony Nakache as the new managing director for Google MENA  
campaignme.com • 1 min read


 Ravi Arya Dutt and 1,000 others 73 comments

 Like  Comment


Organic impressions: 83,273 Impressions Show stats



**Campaign Middle East**  
22,966 followers  
2mo •

"I started my career with the Groupe forty-one years ago as a Regional Account Director in Leo Burnett and it has been an exciting, challenging and immensely rewarding journey," says **Raja Trad**, Chairman – **Publicis** ...see more




**Raja Trad to retire as chairman of Publicis Groupe Middle East and Turkey**  
campaignme.com • 1 min read


 Mohit Jain and 418 others 45 comments

 Like  Comment


Organic Impressions: 29,290 Impressions Hide stats



**Campaign Middle East**  
22,966 followers  
3mo •

**Publicis Groupe** has overtaken **Omnicom** and **WPP**.  
[#Advertising](#) [#HoldingGroups](#) [#Omincom](#) [#Publicis](#) [#PublicisGroupe](#) [#WPP](#)



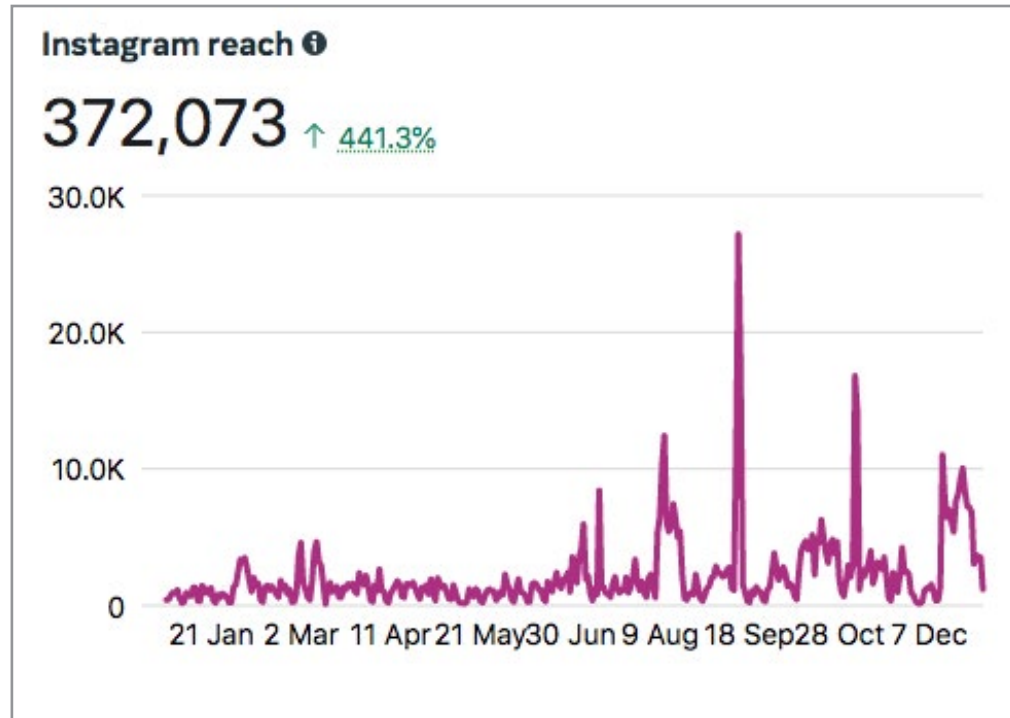
**Publicis overtakes rivals to be world's most valuable agency group**  
campaignme.com • 4 min read

 Rickson Lucas and 248 others 4 comments

 Like  Comment

Organic impressions: 11,618 Impressions Show stats

# 2021 Instagram Stats

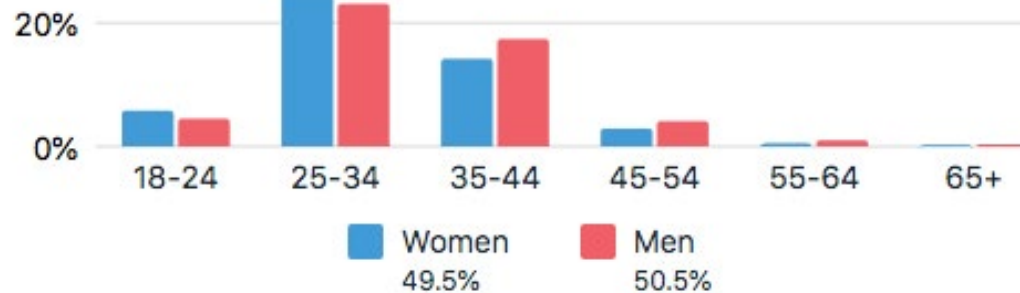


# Followers and Best Performing Posts

## Instagram followers ⓘ

5.9K

## Age & gender ⓘ



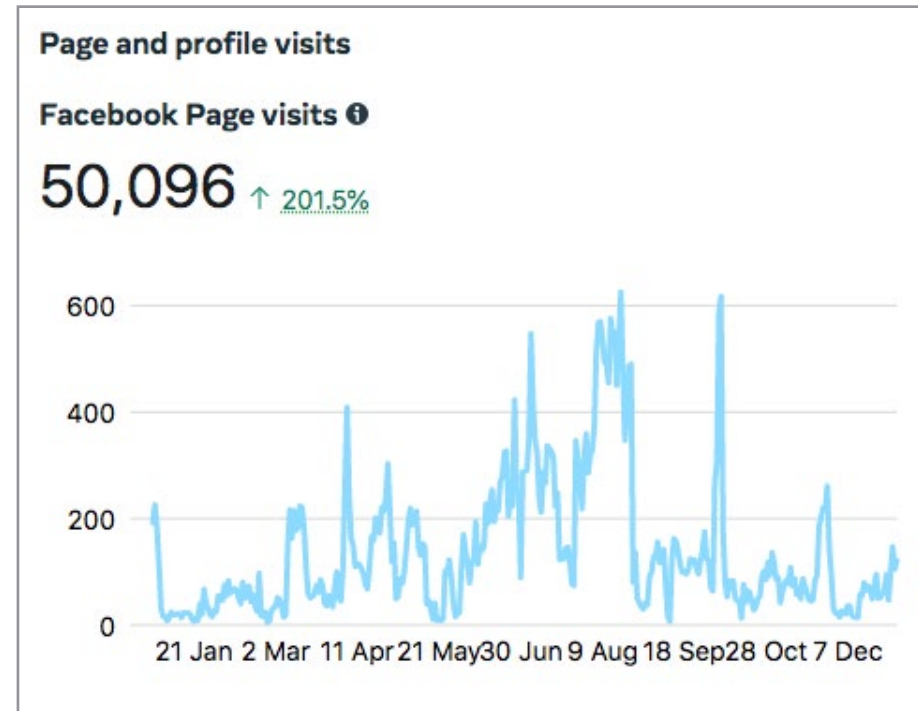
## Recent content ↕

## Type

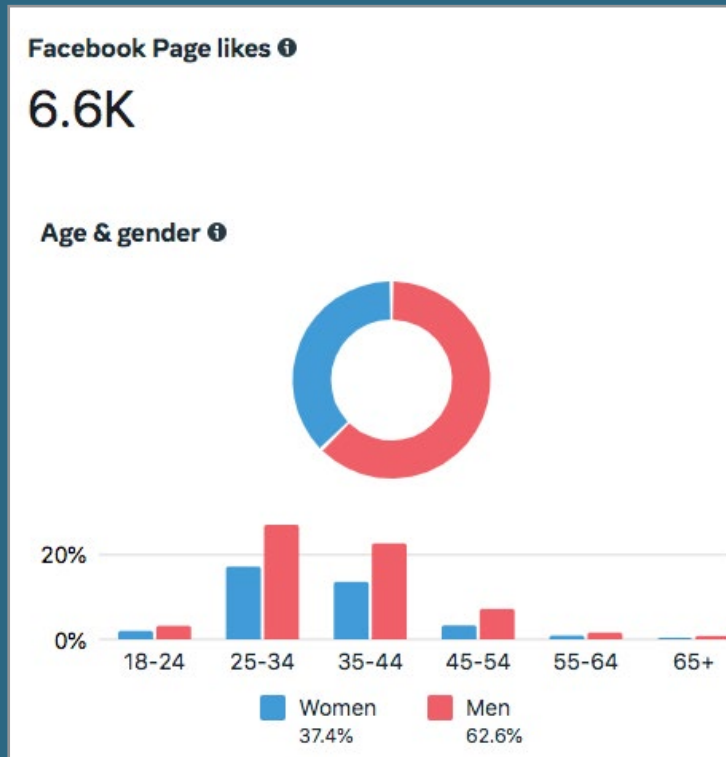
## ↓ Reach ⓘ

	1_CPM_TikTok 24 Nov 2021	 Ad	761.4K <div><div></div></div>
	1_CPM_Facebook 28 Nov 2021	 Ad	682.8K <div><div></div></div>
	1_CPM_TikTok 2 Oct 2021	 Ad	390.5K <div><div></div></div>
	1_CPM_HuaweiAds3 28 Dec 2021	 Ad	335.4K <div><div></div></div>
	1_CPM_Facebook 27 Sep 2021	 Ad	319.3K <div><div></div></div>

# 2021 Facebook Stats



# Likes and Best Performing Posts



Content

Ads, Posts and Stories ▾

Export

Top performers: Reach

Relevance is the n...  
Reach ⓘ  
753.3K  
Facebook post



In support of @fo...  
Reach ⓘ  
26.8K  
Instagram post

1\_CPM\_TikTok  
Reach ⓘ  
761.4K  
Ad

Recent content ↕


	Type	↓ Reach ⓘ	↕ Likes and reactions ⓘ	↕ Sticker taps ⓘ
1_CPM_TikTok 24 Nov 2021	Ad	761.4K	1	--
Relevance is the new Reach, and ... 24 Nov 2021	Post	753.3K	1	--
1_CPM_Facebook 28 Nov 2021	Ad	682.8K	55	--
Join the conversation around Dis... 28 Nov 2021	Post	656.5K	45	--
1_CPM_TikTok 2 Oct 2021	Ad	390.5K	20	--

# Top Social Post Examples

 Campaign Middle East  
Sponsored · 

Relevance is the new Reach, and now we have the neuroscience to prove it! TikTok commissioned a study with IPSOS and Neurons to understand the value of TikTok compared to other key digital platforms as well as explore the user's engagement.

#behaviour #emotionalengagement  
#informationprocessing #interest #IPSOS  
#motivation #reach #relevance #TikTok  
#TikTokForBusiness #userengagement  
#visualattention



CAMPAIGNME.COM  
Relevance is the New Reach, here's the proof

LEARN MORE

 Campaign Middle East  
Sponsored · 

Join the conversation around Discovery Commerce with Milad Samia, Agency Solutions Manager MENA, [Meta](#) and Rasha Rteil, Regional Director of Digital transformation and eCommerce, Reprise MENA to learn all around this trend from the agency perspective and how to use the various tools to drive higher ROI for your marketing campaigns.

#discoverycommerce #data #marketing #meta  
#reprise #ROI #customerexperience



CAMPAIGNME.COM  
Discovery Commerce: how agencies can leverage Meta...

LEARN MORE

 Campaign Middle East  
Sponsored · 

The last 12 months have seen unprecedented growth in people shopping online. This momentum will peak during what is arguably retailers' busiest time of the year – Black Friday. With people's calendars marked for November 26th, this year, the urge to splurge is real. TikTok has inspired more impulse buying than any other platform because of the unique opportunity for content to be discovered by millions of people. Check out their hub for all things commerce and Black Friday: <https://bit.ly/2XBuPIX>

#TikTokForBusiness #BlackFriday #Ecommerce  
#TikTokMadeMeBuyIt #AsSeenOnTikTok



CAMPAIGNME.COM  
Black Friday: Ready, Set, Splurge!

LEARN MORE

# Events



# Campaign Event Network

**marcomms**<sup>360</sup>  
POWERED BY **campaign**<sup>Middle East</sup>



# 2021 Event Stats

---

12

EVENTS  
EXECUTED

12

ENGAGING TOPICS  
COVERED

OVER  
3,500

EVENT REGISTRATIONS

# Campaign Event Attendees

Marketing  
Managers

Business  
Development  
Teams

Digital  
Marketers

Brand  
Planners and  
Strategists

Creative  
Directors

Media  
Professionals

Marketing and  
Communication  
Practitioners

Data  
Analysts

Strategists

Planners

PR Advisers

Account  
Managers  
and Directors

Influencers

Thank you

