Social media continues to change our surrounding in many ways. From a professional prospective, social media is becoming the public sphere to which customers resort to create their own content, hunt for new products and services, publish their reviews and feedback to their own networks.

Coming from this position, social media marketing has grown to become an essential part of every firm’s strategy to expand their reach and enhance their products and services. The MENA region, specifically, reserves a very special rank when it comes to social media usage. Hence, this report aims to provide you with a full picture of different social media platforms, industries, users’ insights and demographics, as well as trends and topics.

Why did we create this report?
Crowd Analyzer joined forces with Hootsuite, ITP Live, Social Media Week, and LexisNexis, to create the most comprehensive report about the social media in the MENA region. The report is aimed to be a reference to those who work in social media, marketing, market research, and many more disciplines.

With the huge flow of content about online marketing, marketers tend to strive for the right piece of information. We feel the struggle, and we are accommodating for it through this report. We were eager to fully cover every industry that can benefit from social media insights.

What to expect?
If you are used to lowering your expectations, you need to abandon that now. Every single number in this report is brought to you by the most reliable sources. In addition to credibility, you will know statistics such as language, gender participation, sentiments analysis, and location in regards to industries including Automotive, Telecommunication, Finance, Banking, Fintech, Ride Hailing, Media, E-commerce, as well as a special coverage of the Value Added Tax.

Also, you will get a special analysis of Youtube’s top viewed topics and trends. A special overview of social media platforms, Facebook, Twitter, Instagram, and Snapchat, will take give better understanding of the users of these platforms.
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</table>
OVERVIEW OF SOCIAL MEDIA
IN THE MIDDLE EAST
We received these insights from Facebook Audience Insights, and we can tell that Egypt is has the highest number of users on the platform, compared to neighboring Arab countries. Meanwhile, UAE has the highest percentage of English speaking users. In this section, you will be able to identify the most relevant insights about Facebook across KSA, UAE, and Egypt.

We received these insights from Facebook Audience Insights, and we can tell that KSA is the most active on Instagram, as it has the largest number of active users. Meanwhile, Egyptian users were the most precise about its usage of Instagram, as they were the most active in gaming, fashion, food, news, music, and travel. In this section, you will be able to identify the most relevant insights about Instagram across KSA, UAE, and Egypt.

We received these insights from Twitter Audience Platform, and we can tell that KSA is the most active on Twitter, as it has the largest number of active users. Meanwhile, Egypt and UAE had the exact number. In this section, you will be able to identify the most relevant insights about Twitter across KSA, UAE, and Egypt.

We received these insights from Snapchat Ads, tool, and we can tell that Saudi users are big fans of the platform. Interesting enough, they like it enough to make up 9% of the worldwide number of users of the platform. In this section, you will be able to identify the most relevant insights about Snapchat across KSA, UAE, and Egypt.

We received LinkedIn insights from LinkedIn. This section will allow you to know the most active country on the platform, and important percentages that relate to the majority of positions in each country. Interesting enough, UAE is has the highest number of active users, compared to Egypt and KSA.
Kingdom of Saudi Arabia

16m. Saudis are active on Facebook, most of them are male users. A majority of them are interested in publishing content about games and fashion shopping.

<table>
<thead>
<tr>
<th>Category</th>
<th>Male</th>
<th>Female</th>
<th>Android Owners</th>
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<th>Online Expats females</th>
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<th>Fitness Enthusiasts</th>
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</table>

These estimates are from Facebook Audience Insights.
United Arab Emirates

The majority of Facebook users in UAE published their content in English. The majority of users accessed the platforms from their Android phones. Expats were 6.3m out of 8.5m active users in the country.

| Category                  | Male      | Female    | Android Male | Android Females | Online Expats Males | Online Expats Females | Shopping & Fashion | Fitness Enthusiasts | Foodie | Gamers | News Watchers | Music Fans | Travel |
|---------------------------|-----------|-----------|--------------|-----------------|--------------------|-----------------------|---------------------|---------------------|--------|-------|--------------|-----------|--------|---------|
| Active users              | 8.5m      |           |              |                 |                    |                       |                     |                     |        |       |              |           |        |         |
| English Users             | 7.8m      |           |              |                 |                    |                       |                     |                     |        |       |              |           |        |         |
| Arabic Users              | 2.1m      |           |              |                 |                    |                       |                     |                     |        |       |              |           |        |         |
| Male                      | 6.3m      |           |              |                 |                    |                       |                     |                     |        |       |              |           |        |         |
| Female                    | 2.2m      |           |              |                 |                    |                       |                     |                     |        |       |              |           |        |         |
| Generation X              | 2.2m      |           |              |                 |                    |                       |                     |                     |        |       |              |           |        |         |
| GENX Male 37 - 65+        | 1.6m      |           |              |                 |                    |                       |                     |                     |        |       |              |           |        |         |
| Genx Female               | 580k      |           |              |                 |                    |                       |                     |                     |        |       |              |           |        |         |
| Millennials 18 - 40       | 7.1m      |           |              |                 |                    |                       |                     |                     |        |       |              |           |        |         |
| Millennials Male          | 5.2m      |           |              |                 |                    |                       |                     |                     |        |       |              |           |        |         |
| Millennials Female        | 1.8m      |           |              |                 |                    |                       |                     |                     |        |       |              |           |        |         |
| Iphone Owners             | 2.1m      |           |              |                 |                    |                       |                     |                     |        |       |              |           |        |         |
| Iphone Male               | 1.3m      |           |              |                 |                    |                       |                     |                     |        |       |              |           |        |         |
| Iphone Female             | 800k      |           |              |                 |                    |                       |                     |                     |        |       |              |           |        |         |

These estimates are from Facebook Audience Insights.
Egypt

Egyptian users on Facebookcompose a huge base ofusers that exceeds 35m users. 34m of them publish content in Arabic. The number of male users is double the number of female users. TASA Android users were the vast majority of Egyptian users.

<table>
<thead>
<tr>
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<td>Travel</td>
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</table>

These estimates are from Facebook Audience Insights.
Kingdom of Saudi Arabia

KSA’s was one of the most active countries in the region on Instagram. Most of the 12 m. users preferred publishing their content in Arabic. Male users were more active than female users. In general, more users owned Iphones. Their most engaging topic was news, followed by travelling.

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<thead>
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</table>

These estimates are from Facebook Audience Insights.
United Arab Emirates

Most of Emirati users on Instagram preferred to publish their content in English. Meanwhile, most of them used Android phones* with more than 2.2m users. Shopping and Fashion, and food were the most interesting interactive topics on the platform in UAE.

Active users: 3.3m
English Users: 2.6m
Arabic Users: 1.1m
Male: 2.1m
Female: 1.3m
Generation X: 940k
GENX Male 37 - 65+: 560k
Genx Female: 370k
Millennials 18 - 40: 2.7m
Millennials Male: 1.7m
Millennials Female: 1m
Iphone Owners: 1.8m
Iphone Male: 1m
Iphone Female: 800k
Android Owners: 2.2m
Android Male: 1.4m
Android Females: 740k
Online Expats: 2.4m
Online Expats females: 900k
Online Expats Males: 1.5m
Shopping & Fashion: 2.2m
Fitness Enthusiasts: 2.3m
Foodie: 2.2m
Gamers: 2.1m
News Watchers: 1.3m
Music Fans: 2m
Fashion: 1.9m
Travel: 2.2m

These estimates are from Facebook Audience Insights.
The vast majority of Egyptian Instagram users utilized Android phones. Male users were the most active. The main topics that interest Egyptians on Instagram are online shopping, followed by games.
Kingdom of Saudi Arabia

KSA had the highest number of active Twitter users compared to UAE and Egypt. The majority of Saudi users prefer to publish their content in Arabic. Millennials are the majority of users in KSA, so are males.

<table>
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<th>Total</th>
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<td>4M</td>
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<td>Foodie</td>
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<tr>
<td>Gamers</td>
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</tr>
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<td>Music fans</td>
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</tr>
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<td>Travel</td>
<td>1M</td>
<td></td>
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</tr>
</tbody>
</table>

These estimates are from Twitter Audience Platform.
United Arab Emirates

The majority of Twitter users in UAE prefer to publish their content in English rather than Arabic. Also, most of those who use Twitter are most interest in fitness and sports.

- Active users: 2M
- English Users: 754k
- Arabic Users: 666k
- Male: 1M
- Female: 681k
- Generation X: 493k
- GENX Male: 356k
- Genx Female: 134k
- Millennials: 1M
- Millennials Male: 775K
- Millennials Female: 454K
- Iphone Owners: 1M
- Iphone Male: 817K
- Iphone Female: 357K
- Android Owners: 1M
- Android Male: 652K
- Android Females: 320K
- Fitness Enthusiasts: 234K
- Fashion: 367K
- Foodie: 155K
- Gamers: 261K
- Music fans: 1M
- Travel: 295K

These estimates are from Twitter Audience Platform.
Compared to other platforms, a small number of Egyptians are active on Twitter. The majority are males and publish their content in Arabic. Meanwhile, their favorite topic is music.

<table>
<thead>
<tr>
<th>Category</th>
<th>Active users</th>
<th>English Users</th>
<th>Arabic Users</th>
<th>Male</th>
<th>Female</th>
<th>Generation X</th>
<th>GENX Male</th>
<th>Genx Female</th>
<th>Millennials</th>
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</tbody>
</table>

These estimates are from Twitter Audience Platform.
Kingdom of Saudi Arabia

Snapchat insights are slightly different from the norm. Saudi users are really active on the platform, and the majority of them are female users. Most of Saudi users who use Snapchat are Iphone users.

<table>
<thead>
<tr>
<th>Category</th>
<th>Male</th>
<th>Female</th>
<th>Iphone Male</th>
<th>Iphone Female</th>
<th>Android Male</th>
<th>Android Females</th>
<th>Shoppers</th>
<th>Fitness Enthusiasts</th>
<th>Foodie</th>
<th>Gamers</th>
<th>News Watchers</th>
<th>Music Fans</th>
<th>Sports Fan</th>
<th>Fashion Style</th>
<th>Women Lifestyle</th>
<th>Travel</th>
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<td>1M</td>
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</tbody>
</table>

These estimates are from Snapchat Ads Tool.
United Arab Emirates

Female users were the most active on Snapchat in UAE. The country had the lowest number of Android users, and millennials also were the majority of users.

<table>
<thead>
<tr>
<th>Category</th>
<th>Male</th>
<th>Female</th>
<th>Generation X</th>
<th>GENX Male</th>
<th>Genx Female</th>
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<td>1.6M</td>
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<td>600K</td>
<td>1.1M</td>
</tr>
<tr>
<td>Millennials</td>
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<td>1.6M</td>
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<td>475K</td>
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</tbody>
</table>
Egypt

Egyptians weren’t much fond of Snapchat, at least not as much as Saudi users. Millennials tend to be the most active and the majority of Snapchat users in Egypt.

<table>
<thead>
<tr>
<th>Category</th>
<th>Male Users</th>
<th>Female Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active users</td>
<td>2.7M</td>
<td>1.3M</td>
</tr>
<tr>
<td>English Users</td>
<td>1.2M</td>
<td>1.1M</td>
</tr>
<tr>
<td>Arabic Users</td>
<td>1.3M</td>
<td>0.7M</td>
</tr>
<tr>
<td>Male</td>
<td>700K</td>
<td>1.2K</td>
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<tr>
<td>Female</td>
<td>1.2K</td>
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</tr>
<tr>
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<td>0.1K</td>
</tr>
<tr>
<td>Genx Female</td>
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<td>0.1K</td>
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<td>Millennials</td>
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<td>1.3M</td>
</tr>
<tr>
<td>Millennials Male</td>
<td>650K</td>
<td>1.0K</td>
</tr>
<tr>
<td>Millennials Female</td>
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</tr>
<tr>
<td>Iphone Owners</td>
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<tr>
<td>Iphone Female</td>
<td>300K</td>
<td>NA</td>
</tr>
</tbody>
</table>

These estimates are from Snapchat Ads Tool.
Kindom of Saudi Arabia

LinkedIn users from KSA and diversified enough between Top and middle managerial levels. The remarkable insights is that Saudi female users are the least prominent on the platform.

Active users: 3M
Male: 1.9M
Female: 360K
Seniors: 630K
Managers: 200K
Director: 84K
VP: 43K
CXO: 32k
Partner: 20K

These estimates are from LinkedIn Marketing Solutions.
UAE had the highest number of users compared to Egypt and KSA. Given that the country is a business hub in the region, all the positions were present with a high percentage.

<table>
<thead>
<tr>
<th>Position</th>
<th>Active users</th>
</tr>
</thead>
<tbody>
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<td>Male</td>
<td>2M</td>
</tr>
<tr>
<td>Female</td>
<td>800K</td>
</tr>
<tr>
<td>Seniors</td>
<td>920K</td>
</tr>
<tr>
<td>Managers</td>
<td>280K</td>
</tr>
<tr>
<td>Director</td>
<td>160K</td>
</tr>
<tr>
<td>VP</td>
<td>100K</td>
</tr>
<tr>
<td>CXO</td>
<td>61K</td>
</tr>
<tr>
<td>Partner</td>
<td>19K</td>
</tr>
</tbody>
</table>

These estimates are from LinkedIn Marketing Solutions.
Egypt

Egypt had almost the same number of LinkedIn users as Saudi Arabia. However, a very small number of users are identified as “partners”. While Egyptian females were slightly more than females from KSA.

Active users
3M

Male
1.9M

Female
670K

Seniors
670K

Managers
170K

Director
87K

VP
52K

CXO
35K

Partner
6K

These estimates are from LinkedIn Marketing Solutions.
In this section, you will find relevant Instagram’s general global insights and specific ones that reveal users’ behaviors in KSA and UAE.
Most followed celebrities in 2017 globally

01 Selena Gomez 130M+ Followers
02 Ariana Grande 115M+ Followers
03 Cristiano Ronaldo 115M+ Followers
04 Beyoncé 108M+ Followers
05 Kim Kardashian West 104M+ Followers
06 Taylor Swift 104M+ Followers
07 Kylie Jenner 99.5M+ Followers
08 Dwayne Johnson 96M+ Followers
09 Justin Bieber 93.9M+ Followers
10 Kendall Jenner 84.8M+ Followers
Most GEO Tagged locations in Saudi Arabia

This locations were the most tagged ones by users in KSA

The Saudi's can definitely make a topic go viral
top hashtags of 2017 in Saudi Arabia

#ساعات نسائية
#نوتيلا
#تلمبر
#بنات
#بلجرشي
#رومانشة
#ولادة
#لمرشحي
#تنثر
#بوتيلات
Most used filters in KSA

Out of 23 filter Instagram provides, those were KSA’s favorites

- Clarendon
- Gingham
- Juno
- Lark
- Normal
Most active days for Saudis on Instagram

Most days Instagram has been used on in KSA

6/6/17  9/5/17  5/26/17
6/9/17  2/10/17  9/4/17
6/7/17  9/6/17  2/11/17
6/5/17

Most viewed videos in KSA

Saudi Instagramers also showed they are talented videographers with the top 5 videos on Instagram in Saudi Arabia reaching almost 2 Million views including everything from prank videos & comedy sketches to music covers.

Instagram users with the most viewed stories in KSA

aylenmilla  as.zd6  about.hersa
abodybad  as.2d6  warchieff
Most GEO tagged locations in United Arab Emirates

- Burj Al Arab
- City Walk Dubai
- Madinat Jumeirah
- Dubai Mall
- Atlantis The Palm
- At the Top, Burj Khalifa
- Dubai Marina
- Burj Khalifa
- Jumeirah Beach
- Mall of the Emirates
- Dubai Miracle Garden
The most used hashtags in United Arab Emirates

English

#dubai  #uae  #mydubai
#abudhabi  #instagood  #dxb
#fashion  #travel  #photooftheday  #photography

Arabic

#العين  #الشارقة  #الإمارات  #الكويت  #السعودية
#🇮🇶  #الجيرة  #عمان
Most used filters in United Arab Emirates

Out of 23 filter Instagram provides, those were UAE’s favorites

- Normal
- Clarendon
- Gingham
- Juno
- Lark
Most active days for Emiratis on Instagram

Most days Instagram has been used on in UAE:
- 9/2/17
- 9/3/17
- 9/4/17
- 8/11/17
- 9/5/17
- 9/1/17
- 9/6/17
- 6/25/17
- 5/26/17
- 8/31/17

Instagram users with the most viewed stories in UAE:
- hudabeauty
- faz5
- bin_baz
- joelmbcl
- gigaaljasmi
We have conducted thorough analysis for 8 industries and their social media related statistics across various social media platforms and countries. The industries we included in the analysis are fintech, automotive, media, finance, banking, e-commerce, ride-hailing & telecommunication, in addition to a special coverage of the application of VAT in Saudi Arabia and United Arab Emirates. We explored various social media metrics such as reach, engagement, sentiments, preferred platforms, preferred languages, location, sentiment, & more. We also evaluated the different metrics in accordance to gender of user as well as business accounts. Please refer to the index to find the analysis of every industry.
The analysis is based on 26 fintech companies’ social accounts + Queries that crawled all online posts and activities related to fintech in the middle east.

**2017 for the Fintech Industry**

Overall, the Fintech social media activity in the MENA region is still very low compared to other industries. Yet, one cannot neglect the drastic improvement 2017 brings compared to 2016. In a nutshell, the number of interactions tripled in 2017.

Despite Fintech penetration being low in the MENA region, Social accounts from the industry received more than 8K interactions in 2017, which is triple the number of interactions received in 2016. In addition to the rate of interactivity of users which indicates the increase in users’ interest in the industry, the number of unique users who tweeted and posted about Fintech has also undergone a huge change from 1,06K in 2016 to 34.9K in 2017.

This huge jump of 35x means that more people were posting original content on Fintech. The increase in number of interactions and unique users, doesn’t necessarily convey the number of people who use Fintech services, yet it shows that 2017 is a milestone in raising awareness about the industry in the MENA region.
As the social media activities related to Fintech have been through a huge growth in the MENA region, Saudi Arabia has undergone the highest growth rate.

Countries’ Growth Rates

- Saudi Arabia: 333%
- Egypt: 60%
- Jordan: -76%
- UAE: -54%

If we take a look at the Fintech online content, we will realize that Saudi Arabia had undergone a drastic growth from 6% to 25.67%, which is a 333% increase. UAE and Jordan had negative growth rates compared to 2016. Egypt had a modest growth of 60%.
Males, Females, & Businesses... Which Contributed More? and Where?

![Bar chart showing male, female, and business contributions in different countries.]

Business Accounts

In the MENA region, business accounts in Jordan were the most active in all countries in the Middle East except KSA, where Fintech activity was dominated by male users.

Male Users VS. Female Users

Across the MENA region, females were the least active in the social media activities related to the Fintech industry. On the contrary, male users’ activities dominated over the buzz in KSA, where they owned 77% of the buzz.

Which Language Was Used In The Fintech Industry?

Users in every country seem to be comfortable using a specific language even if it’s not their mother tongue. By experience, social media analysts tend to know which languages are preferred in each country. However, language might be surprising according to every industry. Here’s the percentage of Arabic Vs. English in each country.

![Bar chart showing the percentage of Arabic and English used in different countries.]

The majority of users across the region used Arabic to publish their content and tweets about Fintech services. Meanwhile, 81% of activities in UAE were published in English, as UAE is a very diverse country, and reaching the largest number of prospective customers must be through English content.
Are Users Satisfied?

One of the main perks of analyzing user-generated content on social media is collecting insights about users’ feedback. Since many users tend to post neutral content on social media platform, analysts and researchers eliminate this content in order to know the sentiment that dominated over a brand, a topic, or an industry.

Users from Saudi Arabia published the highest number of sentimental posts, which composed 14% of Fintech activities. On the other hand, Jordan was the lowest in sentiment, where no more than 5% of Jordan’s content revealed a sentiment at all.

As shown in the graph above, Saudi users weren’t very satisfied with the industry, unlike their counterparts in other countries, where the positive sentiment dominated user-generated content. Negative content composed 9% of the Saudi buzz, as opposed to positive content that composed 5% of the overall buzz.

Which Platforms Were Used in the Fintech Industry?

A huge part of online marketing relies on understanding how every social platform is utilized to serve a business. In addition, it is essential to know which platforms are favoured by users and industries. In this section, you will get a much deeper analysis of each channel.
Almost 80% of activities were on Twitter. Instagram came as the second most engaging platform containing 7% of the whole buzz. Thanks to public pages, Facebook was the 4th network and the 3rd most used social media platform in the buzz. When it comes to websites, news websites took the lead by posting news articles about Fintech with a percentage even higher than Facebook’s public pages. Public forums were the least utilized platforms by online users.

**Which Platforms Were Preferred by Personal Accounts & Business Accounts**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Male</th>
<th>Female</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blogs</td>
<td>14%</td>
<td>6%</td>
<td>80%</td>
</tr>
<tr>
<td>Facebook</td>
<td>50%</td>
<td>5%</td>
<td>45%</td>
</tr>
<tr>
<td>Forums</td>
<td>18%</td>
<td>13%</td>
<td>82%</td>
</tr>
<tr>
<td>Instagram</td>
<td>31%</td>
<td>13%</td>
<td>56%</td>
</tr>
<tr>
<td>News</td>
<td>6%</td>
<td>6%</td>
<td>89%</td>
</tr>
<tr>
<td>Twitter</td>
<td>54%</td>
<td>13%</td>
<td>33%</td>
</tr>
</tbody>
</table>

**Business Accounts**

Overall, 2017 wasn’t much different from 2016 regarding gender participation. In 2016, most of the posts were created by business accounts rather than individuals. Business accounts dominated all activities in all channels except for Facebook and Twitter where activities were dominated by male users.

**Male Users VS. Female Users**

Female users seem to be uninterested in Fintech, as their contribution to the activities of the industry did not exceed 11.5%. Male individuals, on the contrary, dominated all the activities by ranking higher on Twitter and Facebook, to own more than 50% of the activities.
Did Sentiment Change from One Platform to Another?

Most of user-generated content on social media was neutral. Facebook and Twitter had the largest sentimental buzz. Users across the region resorted to Facebook and Twitter to display their satisfaction through posting and tweeting positive reviews and opinions. Twitter had the highest positive activities which composed 54% of the platform's content.

Did Sentiment Change Across Different Genders?

Male users’ activities are more positive towards Fintech than females’. In general, males were more sentimental than female users, having 11% of their activities resembling an opinion compared to Females with 8%.
**Language Preference Across Different Genders**

Most genders prefered to publish their content in English. Although this goes deeper beyond just a statistic, it shows that users across the region prefer to discuss business and finance in English. Unlike 2016, Arabic got 6 times more popular in the MENA region as 38% of the published content was in Arabic, while no more than 6% of online content on Fintech was in Arabic in 2016. This might be an indicator that 2017 was a turning point for Fintech companies that started launching their services in Arabic as well.

<table>
<thead>
<tr>
<th></th>
<th>Arabic</th>
<th>English</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>19%</td>
<td>81%</td>
</tr>
<tr>
<td>Female</td>
<td>19%</td>
<td>81%</td>
</tr>
<tr>
<td>Business</td>
<td>34%</td>
<td>66%</td>
</tr>
</tbody>
</table>

**Business Accounts**

Business accounts, unlike male and female individuals, were more comfortable to tweet and post in Arabic. Given that these pages are official ones, and they originate from the Middle East, it only makes sense that a large portion of their content must be published in Arabic. We can safely assume that this increase of Arabic content to 34% may be caused by the launch of new Fintech services in Arabic.

**Male Users VS. Female Users**

Male users and female users' contributions were exactly the same as 81% of both genders prefered to publish their content in English, while only 19% tweeted and posted in Arabic.

**Arabic & English Content**

- **English**: 61.59%
- **Arabic**: 38.41%
How Did Genders Utilize English & Arabic?

Business accounts had already consumed most of the buzz in Arabic as well as English. Yet, when we analyze genders' contribution to each language, we realize that activities in English were owned by business accounts with 62% followed by males with 30% and finally females with 8%. As per Arabic content, 73% of the activities were also published by business accounts followed by 24% by males and finally 3% female accounts.

Does Language Differ From One Channel to Another?

Twitter was the most used network in both languages. 11% of Arabic activities were on Facebook while there were no English activities on Facebook at all. 5% of the English Activities were created on Instagram. English was a prefered language for news websites, blogs, and Instagram users.
Sentiment Analysis of Fintech Content

Overall, sentiment is neutral in 2017 similar to how it was in 2016. About 2.5% of the sentiment in 2017 was negative. While this is a low percentage, it is still important to address concerns of users with negative sentiment as these could turn into a negative campaign.

Which Sentiment Was Dominated By Which Gender?

Male users were more sentimental in their activities than female users. That had to lead to male domination in both negative and positive content. But for neutral sentiment, business was the highest.
Was Sentiment Expressed Differently on Various Channels?

Twitter was the most sentimental channel. Moreover, Twitter users’ activities were more positive than negative towards Fintech topics on Twitter. On the other hand, news channels were the least sentimental.
The results are based on

The data in this chapter on the automotive industry is based on our analysis of the top 9 automotive social media accounts and top 15 car brands in UAE.

Overview of MENA Region Activities

<table>
<thead>
<tr>
<th></th>
<th>Mentions</th>
<th>Comments</th>
<th>Likes</th>
<th>Engagement Rate</th>
<th>Active People Engaged</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>149,262</td>
<td>496,187</td>
<td>18,308,105</td>
<td>57%</td>
<td>222,160</td>
</tr>
<tr>
<td>Per day</td>
<td>409</td>
<td>1,359</td>
<td>50,159</td>
<td>57%</td>
<td>608</td>
</tr>
<tr>
<td>Per hour</td>
<td>17</td>
<td>57</td>
<td>2,089</td>
<td>-</td>
<td>25</td>
</tr>
</tbody>
</table>

Top MENA Contributors to UAE Automotive Industry Buzz

Although the monitored pages and brands originated specifically from UAE, users from several countries across the region, including non-Arab countries, contributed to the buzz by mentioning and interacting with these pages, brands, and topics.
As shown previously, almost 61% of the user-generated content was published from UAE. The rest was composed of contributions from other countries such as Saudi Arabia, Kuwait, Egypt, Turkey, and Qatar. Saudi Arabia and Kuwait were the most active countries by contributing with 9.3% and 6.3% of the interactions, respectively.

**Cars, Gender, & Location**

<table>
<thead>
<tr>
<th>Country</th>
<th>Female</th>
<th>Business</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>UAE</td>
<td>5.1%</td>
<td>62%</td>
<td>32.1%</td>
</tr>
<tr>
<td>KSA</td>
<td>1.2%</td>
<td>57.8%</td>
<td>41%</td>
</tr>
<tr>
<td>Kuwait</td>
<td>1.6%</td>
<td>44%</td>
<td>54%</td>
</tr>
<tr>
<td>Egypt</td>
<td>4%</td>
<td>42.6%</td>
<td>53.4%</td>
</tr>
<tr>
<td>Turkey</td>
<td>3.2%</td>
<td>22.3%</td>
<td>74.5%</td>
</tr>
<tr>
<td>Qatar</td>
<td>5%</td>
<td>60.2%</td>
<td>34.8%</td>
</tr>
</tbody>
</table>

**Business Accounts**

Of course, UAE business accounts were the highest, making up more than 62% of the country’s overall buzz. On the contrary, Turkey’s business accounts were the least contributing, representing slightly more than 22% of Turkey’s activity.

**Male Users VS. Female Users**

As one would expect, female users were not very interested in the automotive industry, as the highest contribution of female users came from UAE, with only 5.1%. The lowest female contribution came from Saudi Arabia, with only 1.2% of Saudi Arabia’s buzz published by females.

Turkey’s male users had the biggest contribution to their country’s buzz, where they made up more than 74% of online activities.
Which Language is Used in the Automotive Industry?

<table>
<thead>
<tr>
<th>Country</th>
<th>Arabic (%)</th>
<th>English (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Egypt</td>
<td>27.2%</td>
<td>72.8%</td>
</tr>
<tr>
<td>Kuwait</td>
<td>30.7%</td>
<td>69.3%</td>
</tr>
<tr>
<td>Qatar</td>
<td>37.2%</td>
<td>62.08%</td>
</tr>
<tr>
<td>KSA</td>
<td>18.8%</td>
<td>81.2%</td>
</tr>
<tr>
<td>UAE</td>
<td>63.6%</td>
<td>36.4%</td>
</tr>
<tr>
<td>Turkey</td>
<td>8.4%</td>
<td>91.6%</td>
</tr>
</tbody>
</table>

Turkey, being a Non-Arab country, of course had the majority of content published in English. Egyptians came second in using English to post about the automotive industry. Also, UAE users preferred to publish in English, as 63% of the UAE buzz was created in English.

On the other hand, Saudi Arabia, Qatar, and Kuwait posted in Arabic. Saudi Arabia took the lead by having 81% of their content published in Arabic, while Kuwait had more than 69% of their online content in Arabic. Last but not least, Qatari users had almost 63% of their tweets and posts in Arabic rather than English.

Which Countries Expressed More Satisfaction?

Sentimental content is the content that displays an opinion; satisfaction or dissatisfaction in a service or a product. We measure sentiment regardless of neutral posts that do not display any opinion.

Countries with the highest sentiments

Users in Kuwait were the most expressive of their opinion. Whether it is positive or negative, around 30% of posts, tweets, and replies from Kuwait expressed an opinion about cars and automotive services. Qatar followed Kuwait with almost 25% of their posts displaying a sentiment. Egypt came in the 3rd place with 24.7% of its posts and tweets revealing a sentiment. On the other hand, the lowest country with sentimental activities was Turkey that had almost 89% of its activities as neutral.
Countries With The Highest Negative Sentiment

Even though positive activities were much higher than the negative ones, it is still essential for any industry to study the market and to meet its requirements. Saudi Arabia’s negative posts composed 30% of the country’s sentimental content. Qatar came in the second place with 17.3% of their sentimental content displaying negative messages. Egypt was the third country in terms of negative content, as 16.5% of sentimental content displayed dissatisfaction.

Online Channels, Social Media Platforms, & The Automotive Industry

Selecting the right platform for online marketing reserves a huge portion of the strategy. Different markets prefer different platforms. Hence, this section will further analyze the relevance of the each platform and channel to different genders and countries.

Aside from Twitter, which will be covered later in this section in the special addition about the Dubai Motor Show, Instagram was the most utilized platform in the automotive industry. more than 89% of monitored content about the automotive industry was published on Instagram, followed by 5.01% on forums. It is quite insightful to know that 5% of users resorted to forums to know more about the automotive industry and cars.
Business Accounts

Business accounts took the lead over the whole buzz through composing the majority of online activities on forums, blogs, and news websites. It is essential to know that these channels serve the automotive industry to reach customers, especially that, as shown in the graph, individuals are very active on Instagram and forums mainly.

Male Users VS. Female Users

Male users were very active on Instagram, as they composed more than 59% of the content on the channel. The presence of female users was barely evident on different online platforms. We understand that ladies are not as interested in the industry as the gentlemen. This is probably the rationale behind the different rates of activity.

Genders’ Contribution to Every Channel

Sentiment is one of the main indicators industries use social media listening for. Users across the region tend to express their opinions and point of views in many forms, but on selected platforms. When analyzing the content on each platform respectively, we will find interesting results to show. For instance, users who chose to publish their content on blogs expressed more negative opinions than users of other channels. Overall, the sentimental content on blogs did not exceed 1% of all the content on blogs.
As shown above, almost 61% of the user-generated content was published from UAE. The rest was composed of contributions from other countries such as Saudi Arabia, Kuwait, Egypt, Turkey, and Qatar. Saudi Arabia and Kuwait were the most active countries by contributing with 9.3% and 6.3% of the interactions, respectively.

Males, Females... & Business Accounts

Online content about the automotive industry in UAE was dominated by the male users generating almost half of the buzz. Business accounts followed up by creating 41% of the content related to the automotive industry.

Which Channels Did Business Accounts & Individual Accounts Prefer?

Business Accounts

Workers in any industry need to know which platforms are their counterparts using to reach their audience. Business accounts of the automotive industry were more fond of using Instagram, news websites, and blogs. 58% of the UAE automotive activities by business accounts were generated on Instagram.

Male Users VS. Female Users

Surprisingly, almost 6% of female activities were generated on news websites. Unlike male users’ content which did not represent more than 3% of the platform’s content.
**Which Gender Showed More Satisfaction?**

![Gender Satisfaction Chart]

Business accounts took the lead over the whole buzz through composing the majority of online activities on forums, blogs, and news websites. It is essential to know that these channels serve the automotive industry to reach customers, especially that, as shown in the graph, individuals are very active on Instagram and forums mainly.

**Which Language Was Used By Different Genders?**

![Language Usage Chart]

**Business Accounts**

Business accounts preferred to publish the vast majority of their content in English. We would assume that with UAE being a very diverse country, it is safest to publish in English, to ensure reaching all customers.

**Male Users VS. Female Users**

Female users, as well, preferred to publish in English. Although their activity isn't at all high, however more than 71% of their content was in English. On the other hand, 60.3% of male users preferred publishing in Arabic.
Brief Analysis of Online Content In English & Arabic

How Did Business Accounts, Male Users, & Female Users Contribute to Each Language?

Business Accounts
Business accounts are responsible for 58.4% of English content. Business accounts still published some of their content in Arabic, as they composed 31.1% of the Arabic content.

Male Users VS. Female Users
Male users, on the contrary, owned more than 64% of the Arabic content. Male users’ contribution to the English content did not exceed 32.5%. Female users had almost 9.2%
The Arabic language activities were mainly concentrated on Instagram with 94% followed by 4% on news websites. Activities on Instagram composed 71.8% of the overall English Activities. News and blogs contained together 26% of all English activities, unlike the Arabic language which was 5.5%.

How Much of Content Was Sentimental?

24.5% of the total activities expressed and indicated a sentiment. After analyzing the negative content, we were reassured that online users were complaining about car brands, as expected. Meanwhile, online users who expressed a positive sentiment in their content where complementing the style of the cars, and some were recommending them.
Genders' Contribution to Sentimental Content

<table>
<thead>
<tr>
<th></th>
<th>Positive</th>
<th>Negative</th>
<th>Neutral</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>9%</td>
<td>4.7%</td>
<td>1.8%</td>
</tr>
<tr>
<td>Business</td>
<td>81%</td>
<td>41%</td>
<td>82%</td>
</tr>
<tr>
<td>Male</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Business Accounts**

Business accounts did not express any sentiment in their published content. However, their contribution was remarkable to neutral posts and content.

**Male Users VS. Female Users**

Female users’ content composed more than 9% of the positive content in the buzz. While male users reserved the majority in negative and positive content, as they reserve their place as the main contributors to the automotive industry’s online content.
Dubai International Motor Show  
(Special Coverage)

As part of meeting the nation’s attraction to expensive and luxurious cars, Dubai International Motor Show became the major exhibition for cars enthusiasts. The exhibition, which lasted for 4 days, created a huge buzz on social media platforms, most of which were related to exhibited cars in the venue.

This section is an overview of the users’ insights and essentials that you may find interesting.

Activities

<table>
<thead>
<tr>
<th>Mentions</th>
<th>Conversations</th>
<th>Interactions</th>
<th>Engagement Rate</th>
<th>People Engaged</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
</tr>
<tr>
<td>6.76k</td>
<td>4.73k</td>
<td>99.33k</td>
<td>70.01%</td>
<td>4.97k</td>
</tr>
</tbody>
</table>

Gender

- Male Users: 55.5%
- Female Users: 15.5%
- Business Users: 28.9%

Which Language Did Users Prefer?

<table>
<thead>
<tr>
<th>Arabic</th>
<th>English</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>19.4%</td>
</tr>
<tr>
<td>Female</td>
<td>5.1%</td>
</tr>
<tr>
<td>Business</td>
<td>36.8%</td>
</tr>
</tbody>
</table>
Sentiment
- Positive: 6.8%
- Negative: 0.2%
- Neutral: 93.0%

How Expressive Were Users?
- Positive: 13.1%
- Negative: 12.9%

Which Language Did Users Prefer?
- English: 76.4%
- Arabic: 23.6%
The results are based on

Analyzing all activities about online and offline television, extracted from query and social accounts on Twitter, brands’ Facebook pages, news websites, blogs, and forums. In addition, a 1-month analysis was added separately for Instagram.

**Most Active Countries**

Looking at the country with the highest activities we can find a huge difference between Online TV and Offline TV.
**Offline TV**

Egyptian users were the most active regarding offline TV, owning 47% of the activities, while Saudi Arabia and UAE followed by owning 18% and 13% respectively.

**Online TV**

Saudi Arabia took the lead with 50% of the activities followed by UAE with only 10%. Although Egyptian users ranked highest in offline TV, their activity regarding online TV did not exceed 5%.

**Male Users, Female Users, Business Accounts, & Locations**

For offline TV, business accounts were the least active in all monitored countries except for UAE where business accounts’ participation reached 77% of the overall buzz.

**Male Users VS. Female Users**

Female users weren’t as active as male users. Oman was an exception, as Omani female users where female users owned 59% of the activities of the country.

**Online TV**

**Business Accounts**

Online TV was a little bit different. Business accounts did not participate as much as they did in offline TV. Business accounts’ contribution was very low, as their highest participation was in Egypt, where they owned no more than 12% of the buzz.

**Male Users VS. Female Users**

Male users dominated the activities in all countries but it was the highest in Jordan by 92%. Egyptian and Kuwaiti female users were the most active regarding offline TV, where they owned 16% of the buzz in both countries.
Which Countries Prefered English, Which Prefered Arabic?

Male users dominated the activities in all countries but it was the highest in Jordan by 92%. Egyptian and Kuwaiti female users were the most active regarding offline TV, where they owned 16% of the buzz in both countries.

Offline TV
When talking about offline TV, most of content was published in Arabic. The highest usage of English was in UAE with no more than 26%. The country with the highest number of Arabic content was Saudi Arabia, which had more than 95% of its activities in Arabic.

Online TV
The case for online TV wasn’t much different, as most of the published content was in Arabic, except for Jordan, where most of users prefered to publish English content. The highest activity rate in English was in Jordan and UAE, who had 79% and 40% of their content in English respectively.

Which Countries owned the Most Sentimental Posts?

...
Offline TV

For Offline TV, Egyptian users had the highest number of sentimental posts with 23% of their activities expressing an opinion. UAE, on the other hand, had the highest number of neutral content, with no more than 8% of its activities expressing an opinion or a sentiment. In general, positive content ranked higher than negative content. Saudi Arabia was the only country with very close percentages for negative and positive content; as 8% of its content was positive, and 7% of its content was negative.

Online TV

For Online TV, Jordanian and Saudi users had the highest number of sentimental posts with 22% each. Meanwhile, Egyptian users had the lowest percentage of sentimental activities with only 13%.

Which Online Channels Were Mostly Used?

<table>
<thead>
<tr>
<th>Channel</th>
<th>Offline TV</th>
<th>Online TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>73.37%</td>
<td>10.85%</td>
</tr>
<tr>
<td>Facebook</td>
<td>87.11%</td>
<td>18.21%</td>
</tr>
<tr>
<td>Blogs</td>
<td>9.07%</td>
<td>1.60%</td>
</tr>
<tr>
<td>Forums</td>
<td>0.04%</td>
<td>0.15%</td>
</tr>
</tbody>
</table>

Which Channels Did Business Accounts, Male Users, & Female Users Use?

[Bar charts showing usage by offline and online channels for different groups, including business, male, and female users.]
**Offline TV**

**Business Accounts**
For Offline TV, business accounts were responsible for almost all content on blogs and news channels. On both channels, they owned more than 95% of the content.

**Male Users VS. Female Users**
Male users were the most active on Twitter and forums. Meanwhile, female users were the most active on Facebook, owning around 51%.

**Online TV**

**Business Accounts**
Business accounts dominated blogs, forums and news websites. Business accounts were mostly active on news websites with more than 82%, followed by 77% on blogs, and 63% on forums.

**Male Users VS. Female Users**
For Online TV, female users had the lowest participation in general except for Facebook where business accounts’ participation was the lowest. Meanwhile, male participants dominated Facebook and Twitter.

**Channels Expressing Sentiments**

<table>
<thead>
<tr>
<th></th>
<th>Online TV</th>
<th>Offline TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Facebook</td>
<td>Facebook</td>
</tr>
<tr>
<td>Positive</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>Negative</td>
<td>3%</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>Forums</td>
<td>Forums</td>
</tr>
<tr>
<td>Positive</td>
<td>3%</td>
<td>9%</td>
</tr>
<tr>
<td>Negative</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td>Twitter</td>
<td>Twitter</td>
</tr>
<tr>
<td>Positive</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Negative</td>
<td>16%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Twitter contained the largest number of sentimental activities in both Online and Offline TV. Positive content significantly dominated all channels, excluding forums. In online TV, negative and positive content on forums were equal.
Males Users, Female Users, & Business Accounts... Who's Leading the Talk About Media?

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online TV</td>
<td>70.5%</td>
<td>16.2%</td>
<td>13.3%</td>
</tr>
<tr>
<td>Offline TV</td>
<td>48.2%</td>
<td>49.3%</td>
<td>2.5%</td>
</tr>
</tbody>
</table>

Which Channels Do Different Genders Prefer?

Twitter was the most used channel for both male users and female users in online and offline TV. Twitter contained 97% of individual users' content on offline media.
Offline TV

Business Accounts

As per business accounts involved offline TV, they did not utilize Twitter as much as individuals did. These accounts relied more on Facebook to publish 43% of their content. Their second prefereed channel was Twitter, with 35% of business accounts’ content published on the platform.

Male Users VS. Female Users

97% of individual users who were interested in offline TV prefered Twitter to express their opinions.

Online TV

Business Accounts

As per online TV, business accounts were mostly active on news websites, publishing 40% of their content on these platforms. Business accounts’ second preference was Twitter, where they owned 29% of the content on online TV.

Male Users VS. Female Users

Male and female users were not very different in their preferred channels. Both genders were mostly active on Twitter, followed by Facebook. Twitter contained 69% of the male users’ content, and 63% of the female users’ content. Facebook contained 27% of the female users’ content and 29% of the male users’.

What Did Each Gender Express About Offline & Online TV?

![Graph showing the distribution of positive and negative expressions by gender for offline and online TV](image-url)
While positive is the dominating sentiment in all genders, female users seem to express more satisfaction than male users, in both online and offline TV. In general, female users were more expressive than their male counterparts, having 23% and 21% of their activities revealing a sentiment for both offline and online TV.

**Which Language Was Most Used Amongst Business Accounts & Genders?**

### Offline TV

Business accounts as well as individual users preferred to use Arabic in offline TV. Male users preferred to write 88% of their content in Arabic. While business accounts, who were the least to publish Arabic content, used the language in 70% of their posts.

### Online TV

Online TV was subject to more English content than offline TV. Business accounts were more active in English, publishing 60% of their content in the language. Meanwhile, 42% of female users’ content was in English. Male users were the most active in Arabic, as only 24% of their content was in English.
Arabic VS English!

<table>
<thead>
<tr>
<th>Language</th>
<th>Online</th>
<th>Offline</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>22.8%</td>
<td>14.1%</td>
</tr>
<tr>
<td>Arabic</td>
<td>77.2%</td>
<td>85.9%</td>
</tr>
</tbody>
</table>

Which Gender Participated More to a Language?

**Online TV**
- Female (E): 12%
- Male (ع): 4%

**Offline TV**
- Female (E): 9%
- Male (ع): 29%

**Business**
- Female (E): 46%
- Male (ع): 54%

**Female**
- Business (E): 78%
- Male (ع): 52%
Offline TV

Male and female users were almost equally active in both languages. 54% of Arabic content, and 46% of English content was owned by male users. Female users owned 42% of the both Arabic and English content. What is remarkable is that business accounts didn’t have a contribution to mention compared to individuals. Business accounts owned 12% and 4% of English and Arabic content respectively.

Online TV

Male users dominated both English and Arabic content. While male users owned 78% of the Arabic content on online TV, female users only contributed with 13% of the content. Female users and business accounts were more active in English as they contributed with 19% and 29% respectively.

Which Language Was Most Used Amongst Business Accounts & Genders?

Twitter, being the most utilized channel in online and offline TV, was used by online users in both languages except for offline TV English content, which was dominated by Facebook. It is very obvious that 65% of the segment that talks about offline TV in English, which is not a large one, feels more comfortable using Facebook rather than Twitter. Other than that, Twitter is the key, followed by Facebook, then news websites.
Positive & Negative Content

- Positive
  - Online: 10.2%
  - Offline: 13.3%
- Negative
  - Online: 8.3%
  - Offline: 7.4%
- Neutral
  - Online: 81.5%
  - Offline: 79.3%

How Did Genders Contribute to Sentimental Content?

Online TV
- Positive: 22%
- Negative: 17%
- Neutral: 18%

Offline TV
- Positive: 42%
- Negative: 50%
- Neutral: 2%
Offline TV

Business accounts barely published any sentimental content. The difference between the sentiment expressed by male users and female users is as minor as an 8% more positive content owned by the gentlemen.

Online TV

Online TV was much more diverse. First, business accounts were more participant in the neutral content, compared to offline TV. Female users’ contribution was much lower in Online TV. Male users participated with 83% to negative content, and 78% to positive content.

How Was The Sentimental Content Allocated Among Channels?

Percentage are very similar. In a nutshell, Facebook dominated offline TV and Twitter dominated online TV. We need to mention that when Twitter, at its most, contained 11% of the sentimental posts on offline TV, Facebook contained 23% of online TV content.
Special Analysis of Instagram!

<table>
<thead>
<tr>
<th></th>
<th>Mentions</th>
<th>Comments</th>
<th>Likes</th>
<th>Engagement Rate</th>
<th>Active People Engaged</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Online TV</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>898</td>
<td>5.83K</td>
<td>146.14K</td>
<td>99%</td>
<td>4.17K</td>
</tr>
<tr>
<td>Offline TV</td>
<td>770</td>
<td>17.66K</td>
<td>457.74K</td>
<td>99.22%</td>
<td>8.24K</td>
</tr>
<tr>
<td><strong>Per day</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online TV</td>
<td>30</td>
<td>194</td>
<td>4.871K</td>
<td>-</td>
<td>139</td>
</tr>
<tr>
<td>Offline TV</td>
<td>25.6</td>
<td>588.6</td>
<td>15.258K</td>
<td>-</td>
<td>274.6</td>
</tr>
<tr>
<td><strong>Per hour</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online TV</td>
<td>1.24</td>
<td>8.09</td>
<td>202.9</td>
<td>-</td>
<td>5.79</td>
</tr>
<tr>
<td>Offline TV</td>
<td>1.069</td>
<td>24.5</td>
<td>635.75</td>
<td>-</td>
<td>9.15</td>
</tr>
</tbody>
</table>

Where Do People Resort To Instagram?

The UAE dominated most of the activities, as it owned 35% and 36% of the content on online and offline TV respectively. Saudi Arabia came in the 2nd place in online TV, while Iraq came 2nd in offline TV.
Who Used Instagram more?

Online TV
- Male: 56%
- Female: 39%
- Business: 5%

Offline TV
- Male: 56%
- Female: 27%
- Business: 15%

Just like other channels, activities on Instagram were dominated by male users, as they owned 56% of online and offline TV. Business accounts also reserved their minimal participation to rank as the least active on Instagram, yet they were more contributing to offline TV, owning 15% of the buzz.

Which Language Did Instagram Users Prefer?

E
English
- Online: 40%
- Offline: 29%

ع
Arabic
- Online: 60%
- Offline: 71%

Most of users preferred to write their captions in Arabic. However, those who posted about offline TV were more prone to use Arabic, composing 71% of the buzz, while 60% of those who posted about online TV, posted in Arabic.

Where Instagram Users Content?

Positive
- Online: 24%
- Offline: 27%

Negative
- Online: 11%
- Offline: 8%

Neutral
- Online: 65%
- Offline: 65%

Such as the majority of topics, neutrality owned the content. Positive posts where more than twice as many as negative content in online TV, while they were triple the negative content of offline TV.
The results are based on online public activities about financial topics like wealth management and several types of accounts, loans, insurances, and much more. Instagram, News, Blogs, and Forums in the MENA region, were monitored to provide the following section.

Activities

<table>
<thead>
<tr>
<th>Mentions</th>
<th>Comments</th>
<th>Likes</th>
<th>Engagement Rate</th>
<th>Active People Engaged</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
</tr>
<tr>
<td>9,279</td>
<td>9,696</td>
<td>578,865</td>
<td>85.52%</td>
<td>8,250</td>
</tr>
<tr>
<td>Per day</td>
<td>Per day</td>
<td>Per day</td>
<td>Per hour</td>
<td>Per hour</td>
</tr>
<tr>
<td>26</td>
<td>27</td>
<td>1,626</td>
<td>-</td>
<td>23</td>
</tr>
<tr>
<td>Per hour</td>
<td>Per hour</td>
<td>Per hour</td>
<td>-</td>
<td>1</td>
</tr>
</tbody>
</table>

The Most Contributing Countries

- UAE 40.29%
- Bahrain 15.81%
- Saudi Arabia 17.24%
- Kuwait 8.44%

The top 4 places were for Gulf countries leading the activities with a total of 81.77%, while GCC countries in total owned 87.81% of the activities.
Business Accounts

Business accounts were the most participating in the Finance buzz. Bahraini business accounts were the most active in their market, as they composed more than 75% of the content. Even though they still owned the majority of content in UAE, Emirati business accounts ranked least active among other monitored countries by publishing slightly more than 59% of the countries buzz.

Male Users VS. Female Users

Female accounts activities had been the least active in every country while male users kept almost the same rate of activity across the monitored countries, which ranges between 20.5% in KSA and 24.22% in Bahrain.

Language Preference Across Different Countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Arabic</th>
<th>English</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bahrain</td>
<td>28%</td>
<td>72%</td>
</tr>
<tr>
<td>KSA</td>
<td>46%</td>
<td>54%</td>
</tr>
<tr>
<td>Kuwait</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>UAE</td>
<td>83%</td>
<td>17%</td>
</tr>
</tbody>
</table>
Language is very diverse across countries. Although all monitored countries are GCC countries, the density of used languages reveals a lot about the market, and assists in knowing how prospects should be targeted. For instance, Arabic composed 72% of content in Bahrain. On the contrary, only 17% of UAE’s content was in Arabic. Saudi Arabia and Kuwait were split between the two languages.

Users of Which Country Expressed More Sentiment?

Kuwaiti users had the highest number of sentimental posts with 30% of their activities expressing opinions. The lowest sentimental activities came from Bahrain that had almost 90% of its activities as neutral. Overall, positive sentiment was extremely higher than negative sentiment.

Online Platforms & Financial Services

Which Platforms Were Preferred by Different Genders?
Business Accounts

Business accounts were the most participating across all channels, their highest participation was in news websites, owning 85% of their content. Meanwhile, their lowest participation, which was still a majority, was on Instagram with 57% of Instagram’s content being owned by business accounts.

Male Users VS. Female Users

Male users’ activities dominated over female users’ participation in all channels. Female users barely did not exceed 4% of the content on all platforms except for Instagram, where female users owned 15% of the platform’s content.

Which Platforms Contained Users’ Opinions?

The most commonly used platform to express opinion is Instagram, which had 22% of its content sentimental. On the other hand, blogs included the least sentimental content where sentiment was conveyed in no more than 8% of their content.

Positive content on Instagram was almost double the negative content on the platform. While forums had almost equal percentages of both sentiments. Blogs had 5% negative content and 3% positive content.

Business Accounts & Individual Users

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>27%</td>
<td>13%</td>
<td>60%</td>
</tr>
</tbody>
</table>
### Which Channels Did Each Gender & Business Accounts Prefer?

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forums</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Blogs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>News</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Instagram</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>Negative</td>
<td>17%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Business accounts as well as individuals used Instagram to publish their finance-related content. Leaving Instagram aside, news websites were used by 3% of business accounts and male users. Blogs and forums were used by 2% of business accounts and male users. 1% of female users were active on news websites, an equal number to those used blogs. While 98% of female users used Instagram, none at all used forums.

### What Did Individuals Express? (Sentiment analysis)

While sentimental content composed 29% of male users’ content and 26% of female users’, this seems like enough content to measure the satisfaction or dissatisfaction of individual online users. The majority of sentimental content actually expressed a positive sentiment. However, male users aren’t as satisfied as female users, as 12% of their content was negative, compared to 8% for female users.
Which Language Did Individuals & Business Accounts Use The Most?

Business Accounts
Business accounts posted in Arabic and English almost equally. Their buzz was composed of 54% Arabic content, while 46% was in English. We assume that this should be the case as financial services are meant to target different segments with different language preferences.

Male Users VS. Female Users
Female users preferred to publish 59% of their content in English, while male users were more prone to use Arabic, composing 70% of their content in Arabic.

Arabic, English, & Financial Services

How Did Business Accounts & Genders Contribute to Each Language?
Activities in English were owned by an equal percentage of female users and male users. Business accounts were the most contributing in English by 64%. In Arabic, 57% of the activities were made by Business accounts followed by 33% for male users and finally 10% female users.

**Language Preference Across Different Channels**

While Instagram was the most utilized platform for finance, it’s only expected that the majority of Activities in both languages will be on Instagram. 91% of Arabic content was published on Instagram compared to 96% for English content. News websites were the second most used platforms for both languages with low percentages of 3% and 2% for English and Arabic respectively. All the content published on Forums was in Arabic.

**Satisfied? Unsatisfied? What Does The Sentiment Reveal?**

- **Positive**: 13%
- **Negative**: 8%
- **Neutral**: 79%

**How Did Genders and Business Accounts Contribute to Each Sentiment?**

- **Positive**: Business (34%), Female (66%)
- **Negative**: Business (25%), Male (75%)
- **Neutral**: Business (68%), Female (11%), Male (21%)
Male users dominated sentimental activities (both negative and positive) while business accounts were responsible for 68% of the neutral sentiment. Business accounts in general do not reveal much sentiment in their content, as most of their content is about the services they offer or promotions. On the contrary, individual users are more prone to show sentiment as they display opinions, and often use social media to complain or recommend products and services.

**Sentiment per Channel**

<table>
<thead>
<tr>
<th>Channel</th>
<th>Positive</th>
<th>Negative</th>
<th>Neutral</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>99%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Blogs</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Forums</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>News</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Instagram was the most sentimental channel for people interested in the financial industry in the Middle East. While, news websites dominated the neutral sentiment by 100%.
The results are based on online public activities of 10 banks in the UAE. The monitoring process covered public Instagram posts and news articles.

**Activities**

<table>
<thead>
<tr>
<th>Mentions</th>
<th>Comments</th>
<th>Likes</th>
<th>Engagement Rate</th>
<th>Active People Engaged</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
</tr>
<tr>
<td>10,958</td>
<td>10,624</td>
<td>840,258</td>
<td>70.61%</td>
<td>3,800</td>
</tr>
<tr>
<td>Per day</td>
<td>Per day</td>
<td>Per day</td>
<td>Per day</td>
<td>Per day</td>
</tr>
<tr>
<td>30.1</td>
<td>29.6</td>
<td>2,308</td>
<td>-</td>
<td>2,308</td>
</tr>
<tr>
<td>Per hour</td>
<td>Per hour</td>
<td>Per hour</td>
<td>Per hour</td>
<td>Per hour</td>
</tr>
<tr>
<td>1.3</td>
<td>1.2</td>
<td>96</td>
<td>-</td>
<td>0.4</td>
</tr>
</tbody>
</table>

**Banking & Different Channels**

<table>
<thead>
<tr>
<th>Instagram</th>
<th>News</th>
</tr>
</thead>
<tbody>
<tr>
<td>85.68%</td>
<td>14.32%</td>
</tr>
</tbody>
</table>

Since Twitter wasn’t part of our analysis for banking and finance, it turned out that online users were more comfortable to use Instagram, as 85.6% of users published their content on Instagram, while only 14.3% preferred news websites.
How did Different Business Accounts & Individuals from Both Genders Use Different Platforms?

**Business Accounts**
Business accounts owned 100% of content on news websites, which is close to what is expected. They were also the most active on Instagram as they owned almost 45% of the content published on Instagram.

**Male Users VS. Female Users**
While business dominated the activities of the banking buzz, individuals were remarkably active on Instagram. However, male users were twice as active as female users. Male users owned 38.9% of the buzz on Instagram, while female users published slightly more than 16% of the content of the platform.

**How Were Both Platforms Utilized to Express Sentiment?**
While we know by now that business accounts are the main owners of neutral content, and they owned 100% of the content on news websites, we know that these websites only have neutral content. The sentimental posts were exclusive to Instagram. However, even Instagram seems to be dominated by neutral content with 80% of the platforms’ posts expressing no sentiment at all. Aside from neutral content, more than 17% of the content on the platform expressed positive sentiment, while only 2.5% of the content expressed dissatisfaction.
Banking By Business Accounts, Male & Female Users

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Accounts</td>
<td>24.0%</td>
<td>65.9%</td>
<td>10.1%</td>
</tr>
</tbody>
</table>

Which Platforms Did Different Genders Prefer?

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>News</td>
<td>100%</td>
<td>100%</td>
<td>58%</td>
</tr>
<tr>
<td>Instagram</td>
<td>0%</td>
<td>0%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Business Accounts

Business accounts contributed to the content of the banking industry on Instagram as well as news websites where they owned all the related content. Instagram hosted 42% of their content, while the rest went to news websites.

Male Users VS. Female Users

Individuals did not publish any content on news websites, which made Instagram the main platform for online activities of male and female users.

What did Each Gender Express?

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
<th>Positive</th>
<th>Negative</th>
<th>Neutral</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4.2%</td>
<td>2.1%</td>
<td>20.1%</td>
<td>24.8%</td>
<td>75.7%</td>
</tr>
<tr>
<td></td>
<td>73.1%</td>
<td>75.7%</td>
<td>20.1%</td>
<td>24.8%</td>
<td>73.1%</td>
</tr>
</tbody>
</table>
As business accounts only published neutral content, individual male and female users were the owners of sentimental content. The majority of their content was neutral, while keeping the difference between both genders very similar. Male and female users kept 75.7% and 73.1% of their content neutral respectively. 4.2% of male users’ content expressed a negative sentiment, while only 2.1% of the female users’ content was negative.

Who Chose Which Language to Publish Their Content?

![Graph showing language choice by gender and business]

Business Accounts

Although business accounts in UAE use English relatively more than Arabic, business accounts related to banks seem to be an exception to this assumption. 55% of business accounts’ content was in English while the rest was in Arabic.

Male Users VS. Female Users

Most of the male users preferred to use Arabic in writing their content, publishing 53.2% of their content in Arabic. On the other hand, the vast majority of female users preferred English over Arabic, which was used in publishing 77.7% of their content.

Arabic, English, & Banking

![Graph showing language choice by Arabic and English]

English 53.6%

Arabic 46.4%
How Did Business Accounts & Genders Utilize Language?

So, who contributed to the content in each language? Well, this is where we conduct an analysis of the language in which content is published. As business accounts are the most active in this buzz, they dominated more than 74% of the content in English as well as Arabic. Male users’ contribution to Arabic content exceeded their contribution to English content, owning 21% of Arabic content, while they owned no more than 15% of English content. Female users were different, as they preferred English content over Arabic content. Female users owned 11.1% of English content, while their minimal contribution to the Arabic buzz did not exceed 4%.

How Was Language Distributed Over Channels?

Some platforms are meant to include more content in a specific language. This is essential for businesses that target different segments and would like to further understand how to allocate their content. For banking, Arabic and English content were dominated by Instagram. However, as we go deeper into numbers, we realize that Arabic was less popular than English on Instagram, unlike new websites. More than 80% of English content was published on Instagram.
Business Accounts
As we already concluded, business accounts don’t usually publish sentimental content. Hence, they owned more than 74% of the neutral buzz, and 0% of the positive and negative content.

Male Users VS. Female Users
Male users owned the majority of positive and negative content. However, their contribution to the negative buzz was much higher than the positive one. They owned more than 82% of the negative content. Female users’ contribution to the positive buzz was twice as much as their contribution to the negative content.
Which Platform Was Most Suitable to Express Sentiment?

![Bar chart showing sentiment distribution between Instagram and News websites.](chart)

Instagram hosted all sentimental posts, and more than 82% of neutral content. Meanwhile, no more than 17.8% of the neutral posts were published on news websites, as business accounts were more fond of publishing their neutral content on news websites.

More Insights...

Top Posts

We know that Instagram was more utilized in this buzz, it is expected that its hosts the top interactive posts.

Here are the top Banking Posts in the buzz!
Most Active News Websites

<table>
<thead>
<tr>
<th>Website</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>ZAWYA</td>
<td>1624</td>
</tr>
<tr>
<td>Gulf News</td>
<td>1054</td>
</tr>
<tr>
<td>Eye Of Dubai</td>
<td>137</td>
</tr>
<tr>
<td>Sharjah 24</td>
<td>115</td>
</tr>
<tr>
<td>Arabian Business</td>
<td>108</td>
</tr>
</tbody>
</table>

Most Popular Hashtags

<table>
<thead>
<tr>
<th>Hashtag</th>
<th>Frequency</th>
<th>Unique Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>#uae</td>
<td>4272</td>
<td>699</td>
</tr>
<tr>
<td>#dubai</td>
<td>2857</td>
<td>644</td>
</tr>
<tr>
<td>#abudhabi</td>
<td>2556</td>
<td>493</td>
</tr>
<tr>
<td>#mydubai</td>
<td>2107</td>
<td>379</td>
</tr>
<tr>
<td>#الامارات</td>
<td>1613</td>
<td>255</td>
</tr>
</tbody>
</table>
The results are based on monitoring social accounts and queries covering Namshi, Jumia and Souq, which are the leading e-commerce players in the MENA region.

Overview of MENA region Activities

<table>
<thead>
<tr>
<th>Mentions</th>
<th>Comments</th>
<th>Likes</th>
<th>Engagement Rate</th>
<th>Active People Engaged</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
</tr>
<tr>
<td>380.94K</td>
<td>547.47K</td>
<td>4.01M</td>
<td>24.35%</td>
<td>508.92K</td>
</tr>
<tr>
<td>Per day</td>
<td>Per day</td>
<td>Per day</td>
<td>Per day</td>
<td></td>
</tr>
<tr>
<td>1,043</td>
<td>1,500</td>
<td>10,959</td>
<td>-</td>
<td>Per hour</td>
</tr>
<tr>
<td>Per hour</td>
<td>Per hour</td>
<td>Per hour</td>
<td></td>
<td></td>
</tr>
<tr>
<td>43</td>
<td>62</td>
<td>457</td>
<td></td>
<td>58</td>
</tr>
</tbody>
</table>

Which MENA Countries Were The Most Active?

- **KSA**: 56%
- **UAE**: 11%
- **Kuwait**: 3%
- **Oman**: 1%
- **Egypt**: 9%
While the level of activity is different, the most active countries in terms of E-commerce did not change in order from 2016. Saudi Arabia was and still is the most active, owning 56% of the 2017 buzz, followed by UAE which owned 11% of the buzz, Egypt with 9%, Kuwait with 3%, and finally Oman with only 1%. The top active countries owned a total of 80% of the whole E-commerce buzz.

Who Was Active In Which Countries?

Business Accounts

Business accounts owned the majority of content of each and every country except Kuwait. Their highest participation was in UAE as they owned 67% of the content. Kuwaiti business accounts had the lowest percentage compared to other countries, yet they still were the most active when compared to male users and female users separately.

Male Users VS. Female Users

Male users were the second most active after business accounts. They’re highest participation was tracked in Kuwait, where they owned 46% of the published content, while they’re lowest participation was in UAE, where they owned no more than 25% of the country’s buzz.

Female users weren’t as active as male users. They were at their highest activity rate in UAE, where they composed 8% of the buzz, while keeping their activity between 6% and 7% in the remaining countries.
Which Language Did Users Prefer In Each Country?

Arabic dominated the content of all countries except UAE. Perhaps that’s due to the diversity of users in the market. Aside from UAE, Arabic was mostly utilized in Saudi Arabia, where it represented 97% of the Saudi buzz. In UAE, 59% of the published content was in English.

Which Market Was Most Sentiment?

E-commerce Across Different Platforms

<table>
<thead>
<tr>
<th>Platform</th>
<th>Egypt</th>
<th>Kuwait</th>
<th>Oman</th>
<th>KSA</th>
<th>UAE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>82%</td>
<td>8%</td>
<td>6%</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>Blogs</td>
<td>5%</td>
<td>5%</td>
<td>2%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Forums</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>News</td>
<td>10%</td>
<td>5%</td>
<td>2%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Overall</td>
<td>77%</td>
<td>8%</td>
<td>5%</td>
<td>5%</td>
<td>9%</td>
</tr>
</tbody>
</table>
How Did Business Accounts & Genders Contribute to The Content of Different Platforms?

Business Accounts

Business accounts owned the majority of content published on blogs and news websites. Individual users usually do not prefer to publish their content on blogs and news websites, or even interact on them. This is why these platforms are often reserved for business accounts.

Male Users VS. Female Users

Male users dominated the majority of users’ content on all social media platforms and forums, except for Instagram, which was dominated by female users’ content with 29%, while 23% of the content on Instagram was owned by male users. Male users owned the majority of content on Facebook and Twitter with 51% respectively. They also composed 45% of the content on Forums.

Which Platforms Were Used to Express Sentiment?
Business Accounts, Male & Female Users: Who Published What?

Male: 27%  
Female: 13%  
Business: 60%

Which Platforms Did Users Prefer?

Male: 58%  
Female: 60%  
Business: 50%

Blogs: 3%  
News: 2%  
Instagram: 10%  
Facebook: 30%  
Twitter: 4%

Male Users VS. Female Users

50% of business accounts preferred to publish their content on Twitter, followed by 38% who preferred to publish their posts on Facebook. Meanwhile, they were the only ones that used blogs and news websites.

Female users were more fond of Twitter, as 60% of their content was published on the platform. They were also more interested in Instagram than male users, as they published 10% of their content on Instagram, while only 3% of male users published on Instagram. 38% of male users preferred Facebook over any other platform, while only 30% of female users published on Facebook.

Sentiment Across Different Genders

Male: 10% Positive, 8% Negative  
Female: 10% Positive, 6% Negative  
Business: ~1% Positive
Business Accounts

The vast majority of 99% of business accounts’ content was neutral. Only 1% of the content expressed a positive sentiment, and none expressed any negative sentiment.

Male Users VS. Female Users

Positive is the dominating sentiment in both males and females. However, male users were slightly more sentimental than female users having 18% of their activities revealing a sentiment compared to female users with 16%.

Which Language Did Users Prefer?

The vast majority of content was published in Arabic, ranging between 79% and 87%. Male users were the most fond of Arabic while 21% of female users preferred to post in English.

Arabic & English E-Commerce

Compared to 2016, English was more frequently used in 2017 as 34% of the content was in English, while in 2016 it composed no more than 13%. On the other hand, the usage of Arabic decreased from 87% in 2016 to 66% in 2017.
How Was Language Affected By Business Accounts & Individual Users?

Arabic was more frequently used by the male users while business accounts were the most contributing to English content. Female users had the lowest participation in both languages.

Which Platforms Were Most Used For Arabic & English?

Twitter contained the majority of content in both languages, followed by Facebook. 83% of Arabic content was on Twitter, while 11% of the language’s content was on Facebook. Meanwhile, 65% of the English content was on Twitter, followed by 22% on Facebook. Instagram wasn’t a favorite social media platform for users of both languages as it hosted no more than 10% of the English content, and 6% of the Arabic content. It’s remarkable that news websites and blogs were only used for English content.

What Sentiment Did The Buzz Present?

<table>
<thead>
<tr>
<th>Sentiment</th>
<th>Positive</th>
<th>Negative</th>
<th>Neutral</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7%</td>
<td>5%</td>
<td>88%</td>
</tr>
</tbody>
</table>
Sentimental posts decreased noticeably in 2017. In 2016, sentimental posts composed 32% of the E-commerce buzz. In 2017, only 12% of the content revealed a sentiment.

**Who Published Sentimental Content?**

![Bar chart showing sentiment distribution by gender and account type]

- **Positive**
  - Business: 3%
  - Female: 31%
  - Male: 66%

- **Negative**
  - Business: 1%
  - Female: 18%
  - Male: 81%

- **Neutral**
  - Business: 39%
  - Female: 17%
  - Male: 44%

**Business Accounts**

Business accounts are always for publishing neutral content, as these accounts composed 39% of the neutral buzz. Meanwhile, their contribution to the positive and negative buzz did not exceed 3% and 1% respectively.

**Male Users VS. Female Users**

Male users composed most of the content of the positive and negative buzz with 66% and 81% respectively. Female users owned more of the positive content than the negative one. 31% of the positive posts were owned by female users while their contribution to the negative buzz was 18%.

**Which Platforms Displayed Sentiment?**

![Bar chart showing sentiment distribution by platform]

- **Positive**
  - News: 12%
  - Forums: 18%
  - Instagram: 18%
  - Facebook: 70%
  - Twitter: 73%

- **Negative**
  - News: 5%
  - Forums: 1%
  - Instagram: 27%
  - Facebook: 67%
  - Twitter: 67%

- **Neutral**
  - News: 8%
  - Forums: 1%
  - Instagram: 18%
  - Facebook: 18%
  - Twitter: 73%

Twitter was the most used channel by users interested in E-commerce for all sentiments, as it contained a range between 67% and 73% of sentimental content. Facebook came as the second most preferred platform, containing a range between 18% and 27% of sentimental content.
The results are based on covering the top 2 leading ride hailing companies social accounts and queries.

Activities

<table>
<thead>
<tr>
<th>Mentions</th>
<th>Comments</th>
<th>Likes</th>
<th>Engagement Rate</th>
<th>Active People Engaged</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
<td>Total</td>
</tr>
<tr>
<td>497.17K</td>
<td>804.64K</td>
<td>6.25M</td>
<td>27.33%</td>
<td>806.13K</td>
</tr>
<tr>
<td>Per day</td>
<td>Per day</td>
<td>Per day</td>
<td>Per day</td>
<td>Per day</td>
</tr>
<tr>
<td>1,362</td>
<td>2,204</td>
<td>17,123</td>
<td>-</td>
<td>2,208</td>
</tr>
<tr>
<td>Per hour</td>
<td>Per hour</td>
<td>Per hour</td>
<td>Per hour</td>
<td>Per hour</td>
</tr>
<tr>
<td>57</td>
<td>92</td>
<td>713</td>
<td>-</td>
<td>92</td>
</tr>
</tbody>
</table>

Most Active Countries

- Egypt: 10%
- UAE: 5%
- KSA: 64%
- Jordan: 2%
- Kuwait: 2%
These Top 5 countries in the MENA region owned around 83% of the total activities of the whole buzz. GCC countries owned 71% of the activities solely.

Who Contributed to The Buzz In Each Country?

Business Accounts
Business accounts’ highest activity was in UAE, where they owned a majority of 54% of the content, followed by Jordan with 41% of the country’s buzz generated by business accounts. Business accounts were at their lowest activity in Saudi Arabia where they only owned 22% of the country’s buzz.

Male Users VS. Female Users
Male users were the most active in 4 of the 5 top countries. Their highest activity was in Saudi Arabia, where they owned 67% of the content, followed by Kuwait where they owned 56% of the country’s buzz. Yet, their lowest activity rate was in UAE, where they owned 34% of the buzz. Female users weren’t as active as their male counterparts, yet they were most active in Egypt; owning 19% of the content.
Which Language Was Preferred In The Top 5 Countries?

Understanding which language to use for your industry differs according to the country your company is targeting. Hence, analyzing the preferred language in each country is an essential part of any marketing strategy. In this buzz, Arabic was the most used language by users across the region, except in UAE, where 66% of the content was in English. Saudi Arabia, Kuwait, and Egypt had a majority of more than 90% of Arabic content. Jordan had 66% of its content in Arabic and 34% in English.

Which Sentiment Dominated Activities In Each Country?

The most active country in sentimental post is Saudi Arabia, which displayed sentiment in 18% of its content. UAE revealed the least sentiment in their content, which represented no more than 11% of the country’s buzz. Saudi Arabians and Egyptians published more negative content on social media, while Jordanians and Emiratis were more positive towards the topic.
Online Platforms & Ride Hailing

Twitter 77%
Facebook 16%
Instagram 5%
Blogs 1%
News 1%

How Did Business Accounts & Individual Users Utilize Each Platform?

Business Accounts
For blogs and news website, business accounts were the highest contributors. They composed more than 84% of the content on both platforms, while falling behind on social media platforms such as Twitter, Facebook, and Instagram, where individual users dominated the buzz.

Male Users VS. Female Users
Male users had the highest amount of activities on Facebook and Twitter. Female users had the minimum participation in all channels but their highest were Facebook and Instagram where they owned 23% of the content.
Which Platforms Contained More Sentimental Posts?

Instagram was the highest network with sentimental activities, as sentiment was revealed in 24% of the published content. Positive activities were higher than negatives in all networks except for blogs and Twitter where negative content exceeded positive content.

Business Accounts, Male Users, & Female Users

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>62%</td>
<td>18%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Who Contributed to The Buzz of Different Platforms?

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blogs</td>
<td>71%</td>
<td>63%</td>
<td>61%</td>
</tr>
<tr>
<td>News</td>
<td>26%</td>
<td>30%</td>
<td>11%</td>
</tr>
<tr>
<td>Instagram</td>
<td>6%</td>
<td>1%</td>
<td>8%</td>
</tr>
<tr>
<td>Facebook</td>
<td>3%</td>
<td>6%</td>
<td>13%</td>
</tr>
<tr>
<td>Twitter</td>
<td>3%</td>
<td>6%</td>
<td>7%</td>
</tr>
</tbody>
</table>
Business Accounts

Business accounts as well as individual users preferred to publish their content on Twitter. Also, they published a remarkable amount of content on all other platforms, unlike individual users who were selective with the platforms they use.

Male Users VS. Female Users

As for gender, Twitter was in the lead followed by Facebook and Instagram then females had a small sector of 1% for news channels.

Who Revealed More Sentiment in Their Content?

![Sentiment Chart]

Business Accounts

As we’re used to, business accounts did not reveal much sentiment in their content. Only 2% was distributed equally between positive and negative content.

Male Users VS. Female Users

Male users published more positive content than female users. Also, male users were more expressive in their content as sentimental posts composed 19% of their buzz, while 18% female users had 18%.

Which Language Did Business Accounts & Individuals Prefer?

![Language Preference Chart]
Business Accounts

Business accounts wrote the majority of their content in Arabic. However, they also owned the largest portion of English content compared to individuals, as they had 27% of their content in English.

Male Users VS. Female Users

Male users were the most to use Arabic in their content about Ride Hailing, as 87% of their content was in Arabic. On the contrary, 21% of female users’ content was in English, keeping them in the middle between male users and business accounts.

Arabic Or English? How Was Language Used With Ride Hailing?

![Language Usage Chart]

How Did Business Accounts & Individuals Contribute to Language?

![Contribution Chart]

Business Accounts

Business accounts were the second most active following male users. Their contribution had a bigger effect on the English buzz, as they owned 35% of it. They remain the second most contributing segment to the Arabic buzz, owning 20% of the content.

Male Users VS. Female Users

Activities in Arabic were owned mainly by male users who composed 65% of the Arabic buzz. Meanwhile, female users were more prone to use English as their contribution to the English content was 19%, while they owned 15% of the Arabic buzz. Male users still owned the majority of activities in both languages.
The vast majority of the content in both languages was published on Twitter. However, only English content was posted on blogs that were not utilized for Arabic. While the news websites contained 3% of the content of the English buzz, while only 1% of the Arabic buzz was hosted on news websites.

**Which Platforms Hosted The Arabic & English Content?**

- **Twitter**
  - Arabic: 1%
  - English: 4%
- **Blogs**
  - Arabic: 7%
  - English: 2%
- **News**
  - Arabic: 8%
  - English: 5%
- **Instagram**
  - Arabic: 3%
  - English: 1%
- **Facebook**
  - Arabic: 5%
  - English: 8%

**What Does Sentiment Say About Ride Hailing?**

- **Positive**: 8%
- **Negative**: 10%
- **Neutral**: 82%

**Who Expressed More Satisfaction in the Industry?**

- **Positive**
  - Business: 2%
  - Female: 75%
  - Male: 73%
- **Negative**
  - Business: 3%
  - Female: 19%
  - Male: 78%
- **Neutral**
  - Business: 25%
  - Female: 17%
  - Male: 58%
Business Accounts

Business accounts were responsible for 25% of the neutral activities, and barely contributed to the sentimental content. Business accounts were the least participating in the content as they came in the third place.

Male Users VS. Female Users

Male users were the most expressive, owning the majority of positive as well as negative content. Meanwhile, female users expressed more positive sentiment as they owned 25% of the positive content, while they owned 19% of the negative one.

How Was Sentiment Distributed Across Platforms?

Twitter was the platform that hosted most of the content in general, however, it was more utilized to express negative content in 85% of the times. While it was least utilized for positive content. Facebook and Instagram were utilized more for positive content, while they were least used for negative content. Content of news websites and blogs did not reveal any sentiment, as all of their content was neutral.
The results are based on our analysis of the social accounts and queries of the top three telecommunication companies in Egypt.

### Activities

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Per day</th>
<th>Per hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mentions</td>
<td>309.80K</td>
<td>849</td>
<td>35</td>
</tr>
<tr>
<td>Comments</td>
<td>3.40M</td>
<td>9,315</td>
<td>388</td>
</tr>
<tr>
<td>Likes</td>
<td>33.13M</td>
<td>90,767</td>
<td>3,781</td>
</tr>
<tr>
<td>Engagement Rate</td>
<td>51.31%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Active People Engaged</td>
<td>1.08M</td>
<td>2,958</td>
<td>123</td>
</tr>
</tbody>
</table>

### Which Countries Were The Most Active?

- **Egypt**: 96%
- **KSA**: 1.13%
- **UAE**: 0.4%
The top 3 MENA region countries owned 98% of the total activities of the buzz. The majority of 96% came from Egypt as expected since the data is based on Egypt’s telecommunication social accounts.

Who Contributed From Each Country?

Business Accounts
Business accounts dominated the activities related to telecommunication in Egypt by generating 89%. Business accounts from Saudi Arabia and UAE also contributed to the buzz with 16% and 30% respectively.

Male Users VS. Female Users
Meanwhile, male users in the three countries led the activities of individuals. While individuals’ activities were minimal in Egypt, male users owned the majority of activities generated from Saudi Arabia and UAE. Female accounts activities had been specifically low in Egypt by only 2%, while they were most active in Saudi Arabia where they owned 28% of the Saudi buzz.
Almost the whole buzz was generated in Arabic as it was used in 97% of the content in Egypt and Saudi Arabia. Although still very low, UAE had the highest activity in English, having 9% of the content written in English.

Emiratis had the highest number of sentimental posts as 25% of their activities expressing an opinion or a sentiment. The lowest sentimental activities came from Egypt that had almost 92% of its activities as neutral, perhaps due to the fact that most of the Egyptian buzz was generated by business accounts. Negative posts dominated the sentimental posts of Egypt and Saudi Arabia, as the negative buzz was twice as big as the positive buzz in Saudi Arabia, while the negative buzz in Egypt was triple the positive one in Egypt.
Who Owned The Buzz On Different Platforms?

Business Accounts
Business accounts were the most active on news websites, twitter, and blogs. They were still very active on the rest of platforms such Instagram, owning 39%, and Facebook, owning 42%.

Male Users VS. Female Users
Male users were very active on Facebook, Instagram, and Twitter, as they owned 49%, 43%, and 40% of the buzz respectively. Their lowest activity was on business-dominated platforms; news websites and blogs.
Which Platform Contained the Most Sentimental Activities?

Twitter was the highest network with sentimental activities (23%). Negative activities were higher than positives in all networks except for Instagram where positive activities composed 14% compared to negative activities which made up 8% of the buzz.

Business Accounts, Male Users, & Female Users

Which Platform Was Preferred By Different Genders?
Business Accounts

Facebook was the most used platform for all genders. Business accounts’ activities had small variations between all the other channels; Twitter, Instagram, news websites and blogs with Twitter being the second highest.

Male Users VS. Female Users

As for male and female users, Facebook was the preferred platform for both genders, hosting the vast majority of individual users’ activities. While Twitter was the second most utilized platform, Instagram came as the least used channel. Individuals did not post on news websites and blogs, which were reserved for business accounts.

Who Was More Expressive of Sentiment In Their Posts?

Business accounts published the most neutral content, as their buzz did not express any sentimental posts. However, both male and female users complained more and showed dissatisfaction. Negative content for both genders had their negative buzz twice as much as the positive.

Which Language Did Business Accounts & Individuals Preferred?

Business accounts preferred English, while individuals preferred both English and Arabic. However, the majority of posts were in English for all groups.
As stated earlier in this section, Arabic dominated the telecommunication activities across all countries. Meanwhile, business accounts were the least fond of using English in their content, as no more than 2% of their content was in English. On the other hand, more female users were a fan of English, but still not exceeding 5%.

**Arabic, English, & Telecommunication**

<table>
<thead>
<tr>
<th>Language</th>
<th>Male Users</th>
<th>Female Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>45%</td>
<td>12%</td>
</tr>
<tr>
<td>Arabic</td>
<td>43%</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Who Contributed to The Buzz of Each Language?**

<table>
<thead>
<tr>
<th>Language</th>
<th>Male Users</th>
<th>Female Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>41%</td>
<td>7%</td>
</tr>
<tr>
<td>Arabic</td>
<td>52%</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Business Accounts**

The majority of 52% of activities in Arabic were owned by business accounts. Also, they were very active in the English buzz, as they composed more than 43% of the content.

**Male Users VS. Female Users**

Activities in English were owned by mainly male users, owning 45%, they were also the second most active in the Arabic buzz, owning 41% of the buzz. Female users were the least active in both languages, owning 12% of English content and 7% of Arabic content.
For both languages, Facebook was the most used channel followed by Twitter and then Instagram. Meanwhile, English was the only language used in blogs, forums, and news websites.

What was expressed through the telecommunication buzz?

- Positive: 8%
- Negative: 10%
- Neutral: 82%

Are users satisfied?

- Positive: 19%
- Negative: 16%
- Neutral: 7%

- Male: 81%
- Business: 84%
- Female: 54%
- Neutral: 39%
Business Accounts

Business accounts were responsible for 54% of the neutral activities, while they did not have any contribution to mention in the sentimental buzz.

Male Users VS. Female Users

Male users dominated all sentimental activities (positive and negative). On the other hand, female users had the least contribution to sentimental and neutral activities.

Which Platforms Were Used To Express Sentiment?

Facebook dominated all sentimental activities, being utilized more for neutral content. Twitter comes next after facebook, then Instagram comes last for all sentimental and neutral activities.
Throughout our analysis we tracked 6.79k Mentions that gained 200.74k Interactions. Almost half of these mentions gained at least 1 interaction. In addition to 3.49k Conversations with 51.39% Engagement Rate. Meanwhile, the total number of active People Engaged was 24.89k.

Sentimental posts regarding the VAT in KSA were from concerned users who most probably did not understand the application of the tax or were complaining about stores and brands that added more than the right percentage to the original prices.
We have chosen tweets with the highest interactions gained as samples to categorize the most engaging topics discussed:

<table>
<thead>
<tr>
<th>Topic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salary</td>
<td>30.39%</td>
</tr>
<tr>
<td>Concerned</td>
<td>15.69%</td>
</tr>
<tr>
<td>Business</td>
<td>14.71%</td>
</tr>
<tr>
<td>Citizens Accounts</td>
<td>10.78%</td>
</tr>
<tr>
<td>Ministries</td>
<td>8.82%</td>
</tr>
<tr>
<td>Support</td>
<td>7.84%</td>
</tr>
<tr>
<td>General</td>
<td>4.90%</td>
</tr>
<tr>
<td>Zakat</td>
<td>2.94%</td>
</tr>
<tr>
<td>Training</td>
<td>1.96%</td>
</tr>
<tr>
<td>Application</td>
<td>1.96%</td>
</tr>
</tbody>
</table>

Online users discussed their salaries and work-related finances such as increases.

Online users who were concerned about the application of the new tax.

Users shared business or products that took advantage and increased its prices or the opposite who covered the increased tax to compensate the citizens.

Individual accounts mentioned the increase in prices and focused on exposing brands that did not abide to the amount of the tax.

Users mentioned some ministers and their comments on this raise.

Users showed support by sharing tips on how to deal with it or its future benefit.

Covering general information about it or sharing its news.

Asking to support those in need.

Learning how to calculate it or using applications to do so.
Facebook Top Pages

36 Posts were cited on UAE and 45 on Saudi Pages. Saudi users engaged with Panda Supermarket post educating users about the VAT. This transparency helped to clear many points that users claimed such as double taxing bills.

Sharaf DG posted a promotion to sell items before applying VAT which was one of the most popular posts in UAE.

Top Hashtags

<table>
<thead>
<tr>
<th>Hashtag</th>
<th>Frequency</th>
<th>Sentiment Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>#ضريبة_القيمة_المضافة</td>
<td>1,190</td>
<td>-0.3</td>
</tr>
<tr>
<td>#الضريبة_عليا</td>
<td>1,100</td>
<td>0.4</td>
</tr>
</tbody>
</table>
Top tweets related to the ministries:

In Support of the VAT:

Some users decided to adopt a more positive outlook on the issue by sharing advices on how to cope with the VAT and price increases, while others were more active advocates of the VAT tweeting about facts such as the citizen in most developed countries is the main source of government income through tax payments which is not the case yet in KSA, hence applying the VAT can change that and result in more government expenditure on education, health & infrastructure.

Top Saudi VAT tweets:

The majority of VAT related tweets were owned by the official twitter account of the Saudi VAT including announcements about the VAT, the official Saudi VAT application and exception from the VAT.

TOP TWEETS IN UAE

Top tweets regarding the VAT were mainly owned by users tweeting about products & services exempted from the application of VAT in UAE.
This section’s data is obtained by Social Bakers. Through the coming part, you will be able to identify the top 10 brands on Facebook, Twitter, and YouTube in Egypt, Saudi Arabia, UAE, Kuwait, Oman, Qatar, and Bahrain concluding the following insights.
Top 10 countries with largest fan base per network

<table>
<thead>
<tr>
<th>Country</th>
<th>Audience Per Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kuwait</td>
<td>44.04%</td>
</tr>
<tr>
<td>Bahrain</td>
<td>49.08%</td>
</tr>
<tr>
<td>Qatar</td>
<td>50.99%</td>
</tr>
<tr>
<td>KSA</td>
<td>50.36%</td>
</tr>
<tr>
<td>UAE</td>
<td>53.85%</td>
</tr>
<tr>
<td>Egypt</td>
<td>88.67%</td>
</tr>
</tbody>
</table>

Country Audience Per Platform

- YouTube
- Twitter
- Facebook

113
Twitter

Facebook
Top 3 Brands With Largest Number of Followers Per Country

1. Vodafone Egypt EGYPT - 10,372,951 followers
2. Orange EGYPT - 8,903,900 followers
3. Etisalat Misr - 8,748,784 followers
4. Mobily - 3,909,642 followers
5. STC_KSA - 3,855,781 followers
6. ZainKSA - 2,035,070 followers
7. etisalat - 2,064,671 followers
8. dutweets - 1,585,406 followers
9. emirates - 1,377,923 followers
10. qatarairways - 1,323,152 followers
11. OoredooQatar - 534,807 followers
12. Ooredoo Qatar - 380,805 followers
13. ZainKuwait - 522,048 followers
14. X-cite by Alghanim Electronics KUWAIT - 513,838 followers
15. NBKPage - 469,946 followers
16. omanair - 494,773 followers
17. Omantel - 494,493 followers
18. OoredooOman - 494,456 followers
19. saadeddinpastry - 360,955 followers
20. VIVA Bahrain BAHRAIN - 160,632 followers
21. VIVA_BH - 129,588 followers
Top 5 Brands In Terms of Number of Followers Per Platform

- **Vodafone Egypt EGYPT**: 10,372,951
- **Orange EGYPT**: 8,903,900
- **Etisalat Misr**: 8,748,784
- **Telecom Egypt**: 6,592,386
- **Souq.com EGYPT**: 6,003,347

- **STC_KSA**: 3,855,781
- **Mobily**: 3,539,056
- **etisalat**: 2,064,671
- **Vodafone Egypt**: 1,808,119
- **JarirBookstore**: 1,779,505

- **الاتصالات السعودية**
- **Orange Egypt**: 510,453
- **Mobily**: 498,302
- **Vodafone Egypt**: 370,586
- **Zain KSA**: 366,723
- **JarirBookstore**: 312,542
### Most Popular Industries & Categories (Number of Subscribers)

- **Telecommunication**: 66,119,622
- **Ecommerce**: 14,726,336
- **Electronics**: 13,826,053
- **Food and Beverages**: 9,948,193
- **Airlines**: 7,498,180
- **Beauty**: 5,895,314
- **Retail**: 5,335,399
- **Books**: 3,721,954
- **Banks**: 2,684,833
- **Automotive**: 1,998,543
- **Finance**: 1,326,942
- **Industry**: 1,124,848
- **Jobs**: 822,072
- **Real Estate**: 768,151
- **Sports**: 452,354
- **News**: 276,789
- **Health**: 43,781
- **Fixed Broadband**: 42,388
- **Government**: 35,707
- **Maritime Transport**: 31,001
## Top Industries & Categories With Popular Brands

<table>
<thead>
<tr>
<th>Industry</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telecommunication</td>
<td>60</td>
</tr>
<tr>
<td>Electronics</td>
<td>24</td>
</tr>
<tr>
<td>Airlines</td>
<td>19</td>
</tr>
<tr>
<td>Automotive</td>
<td>19</td>
</tr>
<tr>
<td>Banks</td>
<td>15</td>
</tr>
<tr>
<td>Ecommerce</td>
<td>13</td>
</tr>
<tr>
<td>Retail</td>
<td>12</td>
</tr>
<tr>
<td>Food and Beverages</td>
<td>11</td>
</tr>
<tr>
<td>Real Estate</td>
<td>9</td>
</tr>
<tr>
<td>Finance</td>
<td>8</td>
</tr>
<tr>
<td>Books</td>
<td>4</td>
</tr>
<tr>
<td>Industry</td>
<td>3</td>
</tr>
<tr>
<td>Sports</td>
<td>3</td>
</tr>
<tr>
<td>Beauty</td>
<td>2</td>
</tr>
<tr>
<td>News</td>
<td>2</td>
</tr>
<tr>
<td>Fixed Broadband</td>
<td>2</td>
</tr>
<tr>
<td>Health</td>
<td>1</td>
</tr>
<tr>
<td>Government</td>
<td>1</td>
</tr>
<tr>
<td>Maritime Transport</td>
<td>1</td>
</tr>
<tr>
<td>Jobs</td>
<td>1</td>
</tr>
</tbody>
</table>
Top 5 Industries & Categories In Terms of Number of Subscribers

- **Telecommunication**: 40,110,495
- **Ecommerce**: 14,349,805
- **Electronics**: 12,804,103
- **Food and Beverages**: 8,208,855
- **Retail**: 5,294,020

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- **Telecommunication**: 22,940,806
- **Airlines**: 4,633,142
- **Banks**: 2,361,748
- **Books**: 1,779,505
- **Beauty**: 1,722,397

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- **Telecommunication**: 3,068,321
- **Automotive**: 586,281
- **Airlines**: 464,921
- **Electronics**: 409,815
- **Food and Beverages**: 217,786
## Top 10 Categories’ Fan-base Across Different Platforms

<table>
<thead>
<tr>
<th>Category</th>
<th>YouTube</th>
<th>Twitter</th>
<th>Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airlines</td>
<td>61.79%</td>
<td>6.20%</td>
<td>32.01%</td>
</tr>
<tr>
<td>Automotive</td>
<td>29.22%</td>
<td>6.31%</td>
<td>14.00%</td>
</tr>
<tr>
<td>Banks</td>
<td>87.97%</td>
<td>5.73%</td>
<td>6.31%</td>
</tr>
<tr>
<td>Beauty</td>
<td>0%</td>
<td>70.78%</td>
<td>29.22%</td>
</tr>
<tr>
<td>Books</td>
<td>47.74%</td>
<td>4.45%</td>
<td>47.81%</td>
</tr>
<tr>
<td>Ecommerce</td>
<td>97.44%</td>
<td>0.11%</td>
<td>2.45%</td>
</tr>
<tr>
<td>Electronics</td>
<td>92.61%</td>
<td>2.96%</td>
<td>4.43%</td>
</tr>
<tr>
<td>Food and Beverages</td>
<td>82.52%</td>
<td>15.2%</td>
<td>19%</td>
</tr>
<tr>
<td>Retail</td>
<td>99.22%</td>
<td>0%</td>
<td>0.78%</td>
</tr>
<tr>
<td>Telecommunication</td>
<td>60.66%</td>
<td>4.64%</td>
<td>34.70%</td>
</tr>
</tbody>
</table>
Top 10 Industries & Categories in Terms of Subscribers

1. Telecommunication: 40,436,841
2. Beauty: 15,057,396
3. Ecommerce: 9,935,664
4. Food and Beverages: 9,164,938
5. Electronics: 6,794,620
6. Beauty: 4,172,917
7. Telecommunication: 3,520,229
8. Books: 3,001,649
9. Retail: 2,988,738
10. Electronics: 2,177,782

11. Telecommunication: 15,057,396
12. Books: 3,520,229
13. Retail: 3,001,649
14. Electronics: 2,988,738
15. Airlines: 2,177,782

16. Telecommunication: 5,236,757
17. Ecommerce: 2,745,323
18. Airlines: 2,738,321
19. Electronics: 1,959,763
20. Finance: 867,269

21. Telecommunication: 1,694,223
22. Electronics: 1,397,222
23. Retail: 901,925
24. Banks: 730,418
25. Ecommerce: 439,973
<table>
<thead>
<tr>
<th>Industry</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telecommunication</td>
<td>1,838,123</td>
</tr>
<tr>
<td>Books</td>
<td>1,652,731</td>
</tr>
<tr>
<td>Retail</td>
<td>677,490</td>
</tr>
<tr>
<td>Electronics</td>
<td>446,604</td>
</tr>
<tr>
<td>Airlines</td>
<td>283,098</td>
</tr>
<tr>
<td>Telecommunication</td>
<td>1,331,783</td>
</tr>
<tr>
<td>Airlines</td>
<td>651,399</td>
</tr>
<tr>
<td>Banks</td>
<td>300,468</td>
</tr>
<tr>
<td>Electronics</td>
<td>238,294</td>
</tr>
<tr>
<td>Automotive</td>
<td>205,345</td>
</tr>
<tr>
<td>Telecommunication</td>
<td>709,891</td>
</tr>
<tr>
<td>Food and Beverages</td>
<td>407,189</td>
</tr>
<tr>
<td>Electronics</td>
<td>224,526</td>
</tr>
<tr>
<td>Finance</td>
<td>112,955</td>
</tr>
<tr>
<td>Airlines</td>
<td>92,555</td>
</tr>
</tbody>
</table>
YouTube Special Analysis

Total Number of Subscribers to Top 10 Brands Per Country

- KSA: 2,074,472
- UAE: 1,709,894
- Egypt: 898,625
- Qatar: 377,969
- Kuwait: 250,266
- Oman: 55,470
- Bahrain: 35,071
- Qatar: 1,123,053,100
- UAE: 1,103,556,919
- KSA: 633,938,642

Top 10 Countries In Terms of Viewership

- Egypt: 102,366,609
- KSA: 102,036,100
- UAE: 98,407,498
- Qatar: 98,983,918
- Oman: 25,709,028
- Bahrain: 25,709,028
- Qatar: 25,070,28
- Egypt: 23,603,489
- Kuwait: 23,603,489
- UAE: 23,603,489

Top Section
Top 10 YouTube Brands By Number of Subscribers

1. STC alus3alat alsa3oudia 510,453
2. Orange Egypt 498,302
3. Mobily 370,586
4. Vodafone Egypt 366,723
5. ZainKSA 312,542
6. Etisalat Misr 302,227
7. emirates 300,330
8. Toyota Service Saudi 254,498
9. d7oom4cars 236,159
10. Jarir Bookstore 165,564

Top 10 Viewed YouTube Brands

1. STC alus3alat alsa3oudia 401,510,256
2. Orange Egypt 338,982,991
3. Vodafone Egypt 300,756,828
4. Mobily 187,277,379
5. Etisalat Misr 164,543,466
6. emirates 138,846,475
7. The du Channel 136,029,813
8. VIVA Telecom 98,724,457
9. Etisalat UAE 90,359,278
10. XDubai 80,601,581
We asked top marketers in the region to share their insights about emerging marketing techniques in 2018 along with an evaluation of marketing in 2017. Take a look at what the insights they shared.
I anticipate that Facebook and Instagram advertising costs will rise considerably as there are constant algorithm shifts that lead public profiles to be more visible on news feed than business profiles.

Facebook will be rolling out great features that will assist in conveying the brand’s story in a captivating manner. For instance, 3D posts will allow users to scroll around virtual objects on screen and the new ‘lists’ option will help boost engagement.

Brands leveraging on chatbots - however, some brands have experienced a downfall as they do not serve the purpose of alternating a community manager’s job due to technical failure in addressing unexpected queries from users.

Influencer marketing continues to boom - however, tieing up with relevant micro influencers seem to generate more revenue and talkability for the brand than macro influencers.

Social media in 2017 has gone through a drastic change as users and consumers have grown more aware. Brands had more space to invest in the ideas they’re sharing more than just sharing content randomly. Consumers started to focus more on the ideas that they are receiving. As their awareness grew, they started to have more power over their actions and over the products that they purchase. We’ve concluded that from our work with Saudi brands and saudi consumers.

If I would share advice with brands and companies, I would say that we all need to work harder on creating and tailoring very specific content for consumers that are more fond of the great ideas and deeper ones. We’ve noticed how content became much stronger in 2017, and we expect that its value will even increase in the 2018.

We see that many companies invest so much money on paid advertisements while in reality they should allocate more into producing better and more valuable content. User-generated content also grew to become more important and valuable. Users are now more attentive to what other users are saying about brands, these conversations are essential for brands to listen to, and create their content accordingly.

I expect 2018 to be a great year. People are going to spend more time on digital media, and they will be more selective with the content they receive. Social media listening will grow more essential to understand what the prospects are saying about a brand, and how to tailor services and products according to what users are saying.

As per agencies, they need to maintain a big picture of user-generated online content, what their clients need, what their consumers need, and what type of content is most valuable to them.
In 2017, I thought that Snapchat was to grow more, however Instagram copied it by adding the stories feature with an even larger base of users, which contributed to Instagram’s growth. I believe that Facebook and Google will grow even more, as they currently own social media and the online world.

Evaluating Different Platforms
When it comes to different social media platforms, I see that Twitter is still a very unique one that has a very efficient search engine, and will always get the users news in real-time. Facebook is great with paid advertisement, as people are shifting from looking for information more towards receiving information. Of course, that doesn’t undermine the importance of search engines. However, we cannot neglect that the majority of users are a target to Facebook and Instagram promotions, and are more prone to receiving information rather than digging for information.

2017 VS 2018
The highlight of 2017 in my opinion is that Instagram took over stories and live videos. These stories were the edge of Snapchat which became very popular in 2016. In 2018, I expect platforms to develop enough to track stories for marketing campaigns. Also, I believe that Twitter grew more popular ever since Donald Trump became the US president, as he drew more attention to the platform, and people started using it more often.

As a 360 digital agency, we rely so much on listening and utilizing all the platforms we can. We have already noticed that many platforms are depending on advertisements, and companies should take advantage of that. The exposure on these platforms is far more superior to any other place, greater than any offline location or method. These platforms have plenty of data, and data is what makes them count.

Influencer Marketing
The definition of an influencer is getting more specific. As a brand, you have to be very selective with the influencers you choose. Consumers and users are becoming more selective with the experts they listen to, which leaves us with many aspects to consider before starting an influencer marketing campaign. I would say that influencer marketing will keep on growing, but it will be different and more selective. People will listen to people whom they trust and who have an expertise in the products and services they are promoting for. Influencers also need to be more loyal to the brand in order to gain more credibility; otherwise, it will be pointless.

How do you value social media listening?
Social media listening is quite important to any brand or agency. Online platforms have a lot of user-generated content that brands and companies need to listen to. I actually think that listening to what users are saying is important even before a company starts using a platform. There are many users out there that are saying things about brands and topics, and we all should be listening to what consumers and target audiences are saying.
The slow but systemic death of organic reach on social platforms has been evidently clear throughout 2017; with platforms like Facebook constantly tweaking their algorithms and the fact brands have to compete for the user’s attention with their friends and family & favorite meme page. That has further increased the importance & need for 2 things in 2018 that are mutually exclusive: Paid media & GREAT content. It’s one thing to reach the consumer but having them relate and ultimately engage with your content is a whole different ball game, so paid media can no longer survive on its own.

Furthermore, the age of captive audience is long gone, consumers now have the option to unfollow, hide, and even block your ads. And with the increasing penetration of ad-blocking and the fact it’s slowly being adopted on mobile this means that consumers have a choice, and that reach is no longer the metric, it’s all about the engagement now.

How would you describe the marketing scene in 2017?
The marketing scene in Egypt for the past year has evolved a lot with a strong inclination to digital. We have seen it in the exploding numbers of active users, views and interactions of Egypt’s online community. There is still so much room for growth as the market is trying to adapt and smartly balance between the different marketing channels and reach audiences in a smarter and more targeted way.

What are the new strategies that your company adopted in 2017?
Our focus in 2017 was to protect the copyrights of the content we manage for our partners as it is a global challenge and threat to the media and creative industry worldwide. With the exponential growth of digital content, so did the pirated content and piracy efforts everywhere. We also worked on diversifying our distribution strategy onto different platforms to maximize reach to different audiences. We also restructuring the way we do content optimization for better reach and performance by using scalable tools and API based solutions.

How important are social media and online platforms for marketing in 2018?
Digital Media is at the heart of what we do so we truly believe in its importance and effect as a key part of any marketing campaign. The beauty of digital media lies within the accuracy it can provide in terms of targeting the right audience as well as the effect of your content and marketing efforts you exert. Based on data that is continuously updated, digital media provides a precise measurement tool, far better than all conventional tools that could be conducted. This enables brands to adapt, evolve and respond faster to audiences’ feedback, making campaigns better than ever before.

Which new marketing trends you believe will flourish in 2018?
We see video content as remaining on top in terms of growth rate. This is not only backed up by its attractiveness to the audience and the vividness of the message, but also with the rapid advances in telecommunications services and devices, making access to mobile internet much easier and affordable. Campaigns that are implemented across platforms that use call-to-action to drive traffic from one medium to another are expected to be used this year in a more advanced and sophisticated way than what we have seen in 2017.
Amr Mohey  
Regional PR & Brand Comms Manager @ Souq.com

How do you evaluate marketing in 2017?
A huge change occurred in 2017 as companies started shifting more towards lead generation and conveying information through different social media platforms. Enterprises whose markets are other businesses resorted to LinkedIn, while other companies went more fond of Facebook and Instagram, but the shift was towards social media marketing.

What do you expect in 2018?
I believe that in 2018, companies will rely on new marketing trends and techniques, such as influencer marketing. For instance, in E-commerce, influencer marketing is becoming huge as companies are looking for high reach and credibility. Consideration as well as increased conversions will be achieved through influencers who have a large fan-base and are trusted by their audience.

Also, content marketing will slightly change. Previously, any content would have done well, but in the coming year, Microcontent will become a thing, where marketers will breakdown their content and further enhance the relevancy of it.

Social media is a buzz world now. Not everyone is going to understand the full picture behind it, as it may be used for several functions; it is essential for operational models and increasing share of voice. In a nutshell, social media listening should be #1 weapon and tool for companies to get insights about online conversations, to know what people are saying, and to create and tailor relevant content.

Ahmed Mossallamy  
Digital Marketing Manager @ Crédit Agricole Egypt

How would you describe the marketing scene in 2017?
2017 was a challenging year due to the budget cuts and the harsh economic situation which impacted the financial sector heavily. In such times Digital Marketing plays an important role due to its cost efficiency and its huge potential, beside the strong social media penetration in Egypt. Accordingly, the competition on the Digital became more fierce and cluttered and the changes became very fast and dynamic.

What are the new strategies that your company adopt in 2017?
Credit Agricole adapted a dynamic Digital transformation strategy, focusing on product innovation and catering for the untapped segments in the Egyptian market. We have shifted most of our Marketing efforts on Digital and acquiring customers through unconventional approaches. Technology is becoming the core of Marketing operations and that’s the way we are playing the game to standout against the competition. Social media listening should be #1 weapon and tool for companies to get insights about online conversations, to know what people are saying, and to create and tailor relevant content.

How important social media and online platforms in 2018?
Online platforms will start to take over and demolish running businesses through the unconventional business models, think of the growth in Fintechs, Market places and online services on the account of conventional
businesses. Egypt will become and innovation hub within the coming years to catch up with UAE, which is the fastest growing on that front. Social media on the other hand will help businesses to scale and grow exponentially due to its wide reach and its power of changing customers behaviors.

**Which marketing trends will flourish in 2018?**

Online Marketing at large will continue its exponential growth and will even gain more momentum in 2018. More platforms are expected to launch locally and internationally. Influencers and Micro influencers marketing will grow even more, think of people who have a moderate base of followers; who are considered as an untapped opportunity in the market. AI and Machine learning will continue to impress and add more value to the marketing platforms and complement the growth of the online platforms.

**How does Credit Agricole know its customers’ needs?**

Credit Agricole uses sophisticated technology platforms, Online marketing and social media listening beside the conventional research techniques to understand its customer needs. Nevertheless, campaigns piloting and learning by trial and error remains a milestone for successful products and campaigns management “mistakes are always a milestone for success”

**How essential social media listening to companies that rely on user generated content to tailor products and services for the customers?**

Social media listening and integration with the Database marketing tools, as the CRM, became essential to convert needs to sales, angry customers to satisfied ones and customers’ needs to products and services. Bottom line, Marketing operations without technology and real time customer engagement can be a big risk for your organization... “If the rate of change outside your organization is faster than the change within your organization then the end is near”

In 2017, we’ve seen the rise of video content to be an indispensable part of most brands’ content strategies. In 2018, video will become even more essential across all social platforms. From live video and short looping snippets, to Instagram stories and snackable cinemagraphs... all of these need a part of your content mix in order to stay ahead.

With the new changes Facebook is doing to its algorithms, Page reach is expected to go down and your flexibility and adaptation of the new changes will determine by how much. Engagement baits will now definitely lead to your posts not reaching anyone. Facebook is now pushing for posts that “lead to more conversations among people”. I’m expecting Facebook Groups will play an important part in this shift, that’s why it’s important to build your communities now as the update is still rolling out over the next few months.

Our challenge is no longer to break from the clutter, but more about getting people talking and sparking conversations through interest...
How would you describe the marketing scene in 2017?
The drastic shift in attention to all online media channels has been noticeable in 2017 which can be attributed to the continuous market changes, as more marketing professionals are realizing the advantages of digital media in terms of being highly targetable, more efficient budget spending & the vastly sophisticated analytical tools that enable the marketer to pinpoint where the budget is being allocated and the return on such investments.

What are the new strategies that Dominoes Pizza has adopted in 2017?
As we consider ourselves as an e-commerce platform, we have been on top of the digital trends much earlier than many other companies, as our digital marketing efforts have been elevated since the years 2011-2012. We have been allocating more and more of our marketing budget to digital marketing in order to establish ourselves as leaders of the market utilizing the innovative digital marketing capabilities. We are currently the number 1 online platform for selling Pizza as well as the number 1 on social media in terms of reach, engagement & most major social media performance metrics.

How important are social media and online platforms for marketing in 2018?
We don't believe that digital marketing will take over all traditional marketing methods as they complement each other, hence we try to incorporate the best of the two worlds to work hand in hand for the ultimate benefit of our brand. However, it is acknowledged that there is a substantial shift in budget spending being allocated more to the pioneering digital marketing tools.

What is the importance of social media listening & what social media platforms do you expect to flourish in 2018?
Social Media listening has become essential in order to remain up to date with the newest trends and incorporate them in your strategies. We are keeping an eye on Snapchat to revamp its offerings for marketing purposes. As we have been witnessing, the competition among different social media platforms have been fierce not just in acquiring the largest user base but also in attracting businesses to utilize the platform to promote the brands and build their online communities and based on that I believe that Snapchat will not sit back and watch the other platforms take over and Snapchat could actually be playing a much greater role in digital marketing in the near future.complement each other, hence we try to incorporate the best of the two worlds to work hand in hand for the ultimate benefit of our brand. However, it is acknowledged that there is a substantial shift in budget spending being allocated more to the pioneering digital marketing tools.

What’s your approach regarding advertising agencies vs. in-house marketing?
We strongly believe in integrating advertising agencies within our marketing strategy due to what they bring to the table in terms of expertise, credibility and an outsider outlook on big picture matters as we work with 2 different agencies, one for media & PR related activities and another for community management. However we believe that there are certain elements that are better to be managed by our in-house marketing team as it is based on deeply-rooted company values and approaches that can be difficult to communicate to outsider parties.
One of the main changes in online marketing that occurred in 2017 was the increased eagerness to drift away from Influencer marketing to content creators. Influencer marketing is still powerful, yet we noticed that our clients were focusing more on the content these influencers are publishing, more than just picking a public figure a good reach.

We also noticed that brands are more interested in utilizing new trends, such as promoted Instagram stories. Alongside, they also focused more on customizing content to each platform. Hence, selecting content for every platform.

Consequently, pushing content on social media became more serious. The competition is more fierce, as you are competing with everyone. This resulted in more consideration of digital content. Social media marketing is more competitive than traditional marketing. Hence, we need to focus more on pure brand communication and context.

In 2018, I think web-series will grow more popular, as they have a longitude of time, and consumers get more attached to series of content. In addition, brands now are paying more attention on making social media marketing as a two-way line of communication. So, they are creating engaging content that will lead the user to interact more. That fits perfectly with the fact that Facebook will crack down brands with a few interactions.

As per platforms, I believe that Snapchat will die, but it won’t be an instant death. Instagram has already launched features that are almost identical to Snapchat, and it is even going to develop more in the coming year.

Fueled by intense competition between networks to capture advertising dollars, social media tools and tactics continue to evolve at a breakneck pace. Several trends will reshape how businesses use social media this year.

It doesn’t take a crystal ball to see that video is the future, not just of social media but of the Internet in general. In 2018, Cisco forecasts that 82% of all consumer Internet traffic will be video. Live and recorded video and video ads increasingly dominate our feeds across Facebook and Snapchat, and are surging on Instagram, Twitter and even LinkedIn. According to Hootsuite’s 2018 Social Trends report, nearly half of businesses are already implementing social videos, with another 26% planning to implement in 2018.

Meanwhile, smart businesses are increasingly turning to Instagram. A recent study by SocialBakers showed that brands are getting three times more engagement on Instagram. Instagram has aggressively embraced other networks’ features, like stories, video, private messaging and even filters. And Instagram’s new Graph API means that business users can now easily schedule multiple posts and monitor engagement through Hootsuite.
On Future Influencer Marketing
Based on its upward trajectory in the last two years, and even taking into account the opening months of 2018, we say with relative certainty that influencer marketing boom in the MENA region isn’t going anywhere soon. Here in Dubai, in its first year our ITP Live influencer agency oversaw over 400 influencer campaigns in 2017, and we fully expect to at least double that this year.

On Content per Platform
For us, Instagram has remained the most popular platform for influencers’ branded content posts, with an ever-growing leaning towards video content. By 2019, we can expect 70% of mobile bandwidth and 90% of internet bandwidth to be video content... so this focus isn’t going to change any time soon.

On Branded content
In 2018 – where branded content is concerned in the region – We’re really hoping brands take a more creatively ambitious approach, keeping a user first mind-set is key. There also needs to be a closer examination about how content is distributed, I’ve found the knee-jerk tendency here is to feature a 1-minute Instagram video, a 15-second Instagram story or image post but there’s so many other ways to create an online impact with your audience. For example, the six-second, episodic bumpers that we see on YouTube, I find to be really effective...I’d love to see brands trying more of them.

What’s going to change in 2018?
We know Instagram is changing its algorithms constantly, and I’ve seen a number of influencers complaining about drops of engagement and interactions on their content, compared to say, this time last year. As a result, we encourage all the content creators we work with to be as active as possible on their feeds, in particular, keeping video and Instagram story content front of mind. The Instagram sphere is more demanding than ever in terms of what it takes to get noticed, so you have to keep your content fresher and more engaging than ever.

Outside the domain of influencer marketing, we’ve seen big moves from the likes of Facebook, introducing their Facebook Watch platform – potentially a challenger to YouTube in the realm of long-form, serialised content. Snapchat is constantly changing to attract new users, so it will be interesting to see how they get on in 2018. Twitter is also aggressively upping the ante with its offerings, the last year has seen them double their character limit and harness a video-first approach, with lengthier video content now instantly uploadable. All of this is great news for creators. The more means and scope to distribute their content, the better for everyone.
Social Media grew exponentially in 2017 with marketers doubling the budgets for influencer and usage of automated chatbots rising. 2018 will strongly feature Augmented Reality and Ephemeral content and Engaging Content.

The success of the Pokémon GO app has proved the power of augmented reality (AR) and virtual reality (VR) to connect with consumers. The use of Augmented Reality on mobile devices provides engaging content for marketers to reach their target audience - it’s quick, easy and very interactive – specially with the introduction of new devices like the iPhone 8 & iPhone X. Ephemeral content has been led by Snapchat, Instagram, and Facebook stories.

Most ephemeral content is shared for up to 24 hours and then disappears forever. There are 250 million stories every day, you need to find ways to make yours count. Content that engages audiences on a personal level will be liked the most, will be shared the most and will get the highest ROI.

In a recent survey it was found that 84% of millennials do not trust traditional advertising, so it does not make any sense to create content that is written from a selling point of view. In 2018 all brands should adopt a storytelling approach and narrate the story in a manner and language that your audiences understand best, better yet reach out to influencers and ask them to share your brand stories.

Social Media has been consuming more of people’s time, replacing other means of entertainment, information and communication. As a result, tons of content is created making it harder for brands to stand out. Moreover, with a decrease in attention span among online users, brands are required to maintain a higher standard of the content they create.

In 2017, we were able to see more video content, shorter ads in the form of Instagram stories and Facebook in-stream ads. These types of content replaced longer chunks of text and dominated the social scene. This growth for video is likely to continue in 2018.

Publishers will struggle to get the website visits they need. In fact, Facebook and Instagram videos, will not compete against YouTube as much. However, they could easily challenge publishers to maintain their readership. We have already seen this last year with the rise of the readable Instagram videos. Users would rather get the gist about a certain topic in 60 seconds than read a full article that could actually take as little as 10 minutes to read. How will this affect digital ads? We will have to wait and see.

To stay relevant, brands will also need to listen to what their audience talk about online. Let’s face it, the more brands know about their audience and their interests, the more accurate they can be with their marketing content. Social listening is crucial these days, not only to identify crisis and spot red flags. With so many clutter online, it allows brands to stay relevant by identifying key topics of conversations.
As users become more picky about what they engage with, content creators will have to step up their game in order to maintain their reach and influence. Only relevant and thumb-stopping content will get the attention it deserves, and it all starts with listening intently.

Although we will continue to see a rise in the adoption of Chatbots and Chatbot customization, AI lenses, and more conversations taking place inside platforms vs solely on messenger centric platforms, this year in social media we will see more than ever a focus on the use of blockchain technology allowing for the decentralization of the attention economy.

As more and more bloggers, vloggers, and influencers become aware of platforms like Steemit and WildSpark, they could potentially start to migrate their fanbase to where they can more freely monetize their content. Alternatively, if decentralized marketplaces launching Social Media Tokens succeed in connecting social media bloggers and advertisers across the existing social media platforms, media bloggers may be incentivized to continue along the path of powering them vs seeking alternative decentralized platforms. We could eventually see hybrids forming where vloggers on applications like D.tube which is using the STEEM Blockchain as a database, also monetizing through decentralized marketplaces like socialmedia.market.

One thing is for certain, while still in its infancy blockchain technology is definitely revolutionizing social media and the attention economy.

When I’m asked about predictions it’s the one thing I’m not a fan of doing, and why? Because the market landscape changes at all times, so instead of predictions I’ll share some of my POV’s on the industry in the Middle East currently as it stands! More and more I see businesses considering more in house teams and equipping themselves with the right talent and nourishing that from within versus working with third party big agencies. Clients have become a lot more smarter and no longer you can throw dust in their eyes on costs or talent fees. Companies big and small are understanding that investing their time and money in building teams, providing them with training and bringing in a added value layer of a speciality consultant is the way to win long term, to control creative and turn around time and not become depended on agencies.

Following the latest changes with Facebook there is a huge spotlight on Instagram more then before and more and more brands are leveraging the platform, I would love to see more brands setting up shoppable feeds to help them convert does online sales right away, and leveraging the new Facebook engagement adds that let you target content to fans who have engaged with your Instagram page. The stats on snapchat for Dubai & Saudi are huge and brands are still playing a slow catch up to make snapchat a part of their content strategy. Did you know that Saudi has 9 million active users & Dubai 1.1million that tells you a lot about where consumers are hanging out so why aren’t we there a lot more? I’m in love with audio content the West is seeing a huge uptake on voice skills like Alexa and Goggle Home why aren’t marketers pushing for more of of this…? The near future is to ask Alexa where you can find the cheapest raincoat. What will this mean for add space for on audio? And lastly podcasts there is still a huge gap in the market to create podcast shows in this region and anything that will...
allow us to save time and consumer content you are winning! And to end, I’m happy to see that when it comes to metrics such as likes and followers that is not so much at the top of the priority list and the conversation is more geared up on impact versus vanity numbers! I’m always hearing the same old same old saying ‘the region is behind’ well guess what it’s only behind because marketers are not doing a better job at putting forward latest strategies! So my plea for 2018 is that all of us marketers get much better at doing our jobs!

What are your predictions for social media 2018?
- It will be booming – since all major companies are adapting the digital transformation program, having all their systems connected, creating valuable insights that will help marketers in their strategies. With more new re-targeting tools available on facebook/Instagram/Twitter.

- Brands/ Celebrities / Companies heads more to Youtube. Since vlogging been so popular in the past few years, celebrities and brands want to reach Youtube audience and become a part of the community. Ex. Will Smith started his own channel on Dec 19th 2017 and reached million subscribers on March 10th 2018 [ That’s less than 3 months] mainly talking about his recent movie on Netflix and recently accepted a Heli-Bungee challenge from a group of Youtubers. Also Dwayne “The Rock” Johnson has more than 2.6 million subscribers on his official channel and releases new videos about once per week.

- More adoption of Augmented and virtual reality, with the new iPhones AR games, along with Snapchat AR selfie filers - it will def reach the next level in 2018.

How did social media change in 2017?
Facebook launched new ads system and a new video platform for video creators “Facebook Watch” with new features like a TV-option live by releasing episodes that helps the newsfeed exposure . Also, facebook reduced [almost killed] the business pages organic reach, giving more reach for the individual organic interactions and engagements. The newsfeed algorithms changed by giving priority to individual profiles than business pages. Same time, facebook created a new tool for business on how to spot their audience and re-target them again later in 2017 to beginning of 2018. This would be the future seed growing in social media especially for FB and Instagram.

Are 2017 strategies, tactics, and trends resuming in 2018? If yes, which ones?
With an appealing product/service and good AD spending it will definitely boost the ROI – That can only happen by providing awesome creative ideas & content [Images/Videos] while targeting the product niche with the new social media tools available.

What will keep on rising in 2018? [Influencer marketing, Performance marketing....etc.??]
Instagram is gaining more trust and choice for brands. 15 million businesses were using Instagram in July 2017 [which is nearly double of the 8M businesses that used Instagram in March 2017], and 80% of Instagram accounts follow at least one business
About This Report

This report is a collaboration between Crowd Analyzer, Hootsuite, LexisNexis, Social Media Week, and APCO Worldwide. This report has been written by the content marketing team at Crowd Analyzer, on the foundation of data extracted by the company’s research department.

State of Social Media

As it gathered millions of mentions and interactions in different sectors, Crowd Analyzer held a remarkable amount of insights from Twitter, Instagram, Facebook, Blogs, Forums, and News websites. Such insights perfectly serve any industry to understand the demographics of their audience as well as the sentiment and the language of their content.

Crowd Analyzer

Crowd Analyzer, the leading Arabic social media listening tool, is helping a remarkable number of clients to achieve their objective and further enhance their social media presence and strategy. The tool is a revolutionary tool that allows clients to analyze dialect, language, location, sentiment, and much more in real-time.

Hootsuite

The most widely used platform for managing social media, offering Social Listening, Social Marketing, Social Customer Service, Social Selling and Social Advocacy among many other solutions.

LexisNexis

LexisNexis is a leading global provider of legal research and content-enabled workflow solutions. The Group serves customers in more than 180 countries and has offices in about 40 countries. It employs approximately 30,000 people.

APCO

APCO Worldwide is a global communications consultancy with more than 150 consultants in the MENA region. We help the most innovative organizations adapt and thrive in this fast-moving, interconnected and complex world. We bring our clients’ work to life creatively and digitally through diverse thinking and a campaign mentality.
Methodology

This report is a very deep analysis provides rich insights to the reader. The objective of the report was the push behind every step that was taken by Crowd Analyzer and its partners. The purpose of this report is to be a reference to all marketers in the MENA region.

Overview of Social Media in the Middle East

This section highlights the dissemination of usage of Twitter, Instagram, Facebook, Snapchat, and LinkedIn across Egypt, KSA, and UAE. Insights in this section include very detailed insights about users in these countries. The details include gender demographics, age groups, device preferences, and topic preferences.

Industries Analysis

We have conducted thorough analysis for 8 industries and their social media related statistics across various social media platforms and countries. The industries we included in the analysis are fintech, automotive, media, finance, banking, e-commerce, ride-hailing & telecommunication, in addition to a special coverage of the application of VAT in Saudi Arabia and United Arab Emirates. We explored various social media metrics such as reach, engagement, sentiments, preferred platforms, preferred languages, location, sentiment, & more. We also evaluated the different metrics in accordance to gender of user as well as business accounts. Please refer to the index to find the analysis of every industry.

FINTECH

FinTech or Financial Technology refers to the utilization of software and modern technology to provide financial services by the use of smartphones for mobile banking, investing services and cryptocurrency which are all examples of Fintech practices.

E-commerce

E-commerce allows consumers to electronically exchange goods and services through the internet. The term e-commerce is mostly used to describe online shopping platforms where customers can browse and order products to be delivered to them.

Automotive

The automotive industry is the industry that involves a wide range of companies participating in the design, development, manufacturing, marketing, and selling of motor vehicles of all shapes, sizes and uses.

Media

Media in short refers to the collective communication outlets or tools used to store and deliver information or data. Media as a broad term includes every broadcasting and narrowcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and internet; however, in our report we conducted research on the different social media statistics for Online Vs. Offline TV service providers.

Telecommunication

Telecommunication is the exchange of information over significant distances by electronic means and refers to all types of voice, data and video transmission. Telecommunications devices include telephones, telegraph, radio, microwave communication arrangements, fiber optics, satellites and the Internet. In our study we focused on the leading mobile service providers in Egypt.

FINANCE

Financial services are the economic services provided by the finance industry, which encompasses a broad range of businesses that manage money, including credit unions, banks, credit-card companies, insurance companies, accountancy companies, consumer-finance companies, stock brokerages, investment funds, and more.

Ride Hailing

Ride-Hailing refers to transportation solutions provided by specialized companies substituting traditional taxis. Our study focused on the analysis of social media accounts of companies that represent the ride-hailing market leaders of the region.

We also conducted a special coverage of the application of VAT in Saudi Arabia and United Arab Emirates. VAT is a type of general consumption tax that is collected incrementally, based on the increase in value of a product or service at each stage of production or distribution. VAT is usually implemented as a destination-based tax, where the tax rate is based on the location of the customer.
Top Brands & Topics
This section's data is obtained by Social Bakers. Through this section, you will be able to identify the top 10 brands on Facebook, Twitter, and YouTube in Egypt, Saudi Arabia, UAE, Kuwait, Oman, Qatar, and Bahrain.

Experts’ Predictions
This section includes top marketers and experts’ insights about emerging marketing techniques in 2018 along with an evaluation of marketing in 2017.

Glossary

Mentions
New posts sent about the monitored topics in social media. The new posts could be sent on social accounts (Facebook, Twitter, and Instagram), news, blogs, or forums.

Conversation
Any new post that has at least 1 interaction.

Sentiment Score

\[
\frac{\text{Total Positive Posts} - \text{Total Negative Posts}}{\text{Total Positive Posts} + \text{Total Negative Posts}}
\]

Active Engagement
Posting new stories, commenting, sharing, or retweeting posts. In other words, all activities except likes which are considered passive engagement.

Sentiment
How people feel towards the post. Crowd Analyzer has automated state-of-art algorithms that categorize posts automatically, with the ability to edit them manually to, neutral, negative or positive.

Interaction
Any activity made by users on a post. It can be a like, comment, share, or retweet.

Engagement Rate
The number of conversations / the number of new posts.

Net Sentiment Score

\[
\frac{\text{Total Positive Posts} - \text{Total Negative Posts}}{\text{The total number of posts captured}}
\]

People Engaged
The number of unique users who sent new posts or interacted with any posts.

Response Rate
The number of people who received a reply from the company on their posts or comments divided by total number new posts and comments sent.

Activities
News posts or comments.
CONTACT US

The 1st Arabic Social Media Listening Tool

Crowd Analyzer is the leading Arabic social media listening tool. Since 2013, it has been an essential tool for its client base of large enterprises to further enhance their social media presence by providing them with accurate and essential insights and analytics. Depending on the revolutionary AI technologies it has adopted, Crowd Analyzer is used in marketing, analytics, market research, crisis management, campaign analysis, and much more.

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