



State of Social Media 19 Media

*the most comprehensive report
on social media in the Middle
East.*

APCO
worldwide®





STATE OF SOCIAL MEDIA '19

Social media continues to change our surroundings in many ways. From a professional perspective, social media is becoming the public sphere to which customers resort to creating 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.

“
The most
comprehensive
report on
social media
in the Middle
East”

Why did we create this report?

Crowd Analyzer joined forces with Hootsuite and APCO Worldwide, 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.

We know that marketers are always hunting for the right content in a buzzy world with many sources about online marketing. 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?

Our team made sure to extract the most accurate numbers for our readers. In addition to credibility, you will know statistics such as language, gender participation, sentiment 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 Pilgrimage season, Ramadan, and an analysis of influencers in the UAE, Saudi Arabia, and Egypt.

Also, there is a special overview of social media platforms, Facebook, Twitter, Instagram, and Snapchat, and LinkedIn, that will allow you to further understand the interests and demographics of users in the UAE, Saudi Arabia, and Egypt.

Table of contents

Social Media Platforms Insights

09

Instagram	11
Facebook	17
Twitter	23
Snapchat	29
LinkedIn	35
Instagram in 2018	38

Industries' Analysis

41

Telecommunication	43
Automotive	75
Finance	83
Media	99
Fintech	121
E-commerce	135
Banking	147
Ride-hailing	157
Hajj Special Coverage	173
Ramadan 2018	180

Influencers in the Middle East

191

Saudi Arabia	193
United Arab Emirates	196
Egypt	200

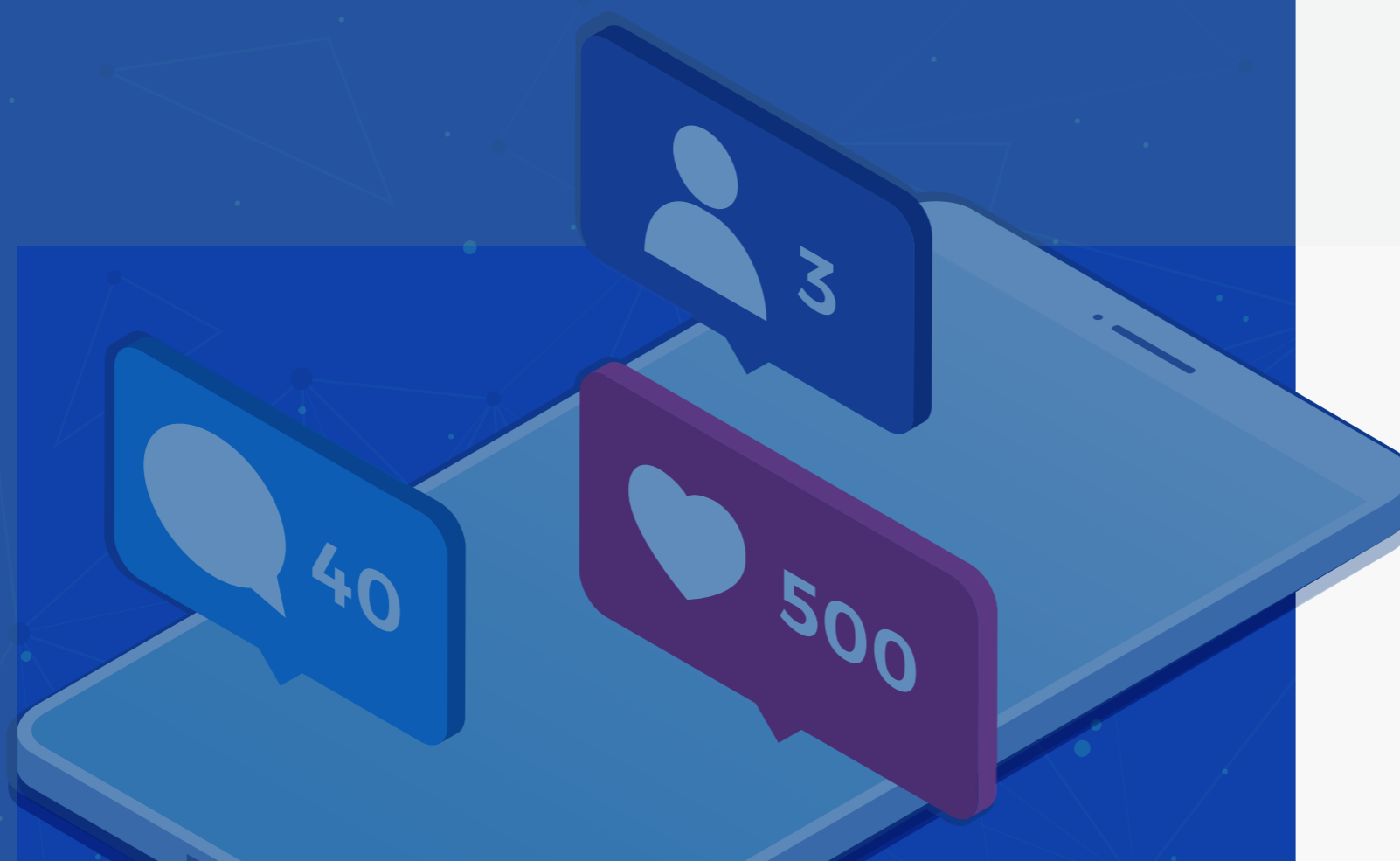
About the state of social media 2019

230

Creators and Partners of The Report	203
Methodology	204
Glossary	205

Ch.01

Social Media Insights



In this section, we provide the most remarkable social media insights that ought to help any marketer further understand their target audience and the interests of their prospects. This data is not extracted from Crowd Analyzer tool. Facebook and Instagram insights are extracted from Facebook Audience Network. LinkedIn insights are extracted from LinkedIn Campaign Manager. Snapchat insights were extracted from Snap Business. Twitter insights were shared by Twitter.

Instagram in 2018



KSA has always had a strong national identity. It comes as no surprise, therefore, that online users prefer using Arabic to communicate. The facts speak for themselves. In 2018, the number of Arabic users grew by almost 35%, going from 7.6M at the end of 2017, to 10M at the end of 2018. Meanwhile, English users grew by only 3% in the same time frame. Both men and women are using social media more frequently in KSA. For men, there was a 3M user increase on SM platforms, going from 4.9M to 8M, and women witnessed a 2M increase in users from 2.6M to 4.6M.

Active users
13 M

English users 3.8 M
Arabic users 10 M

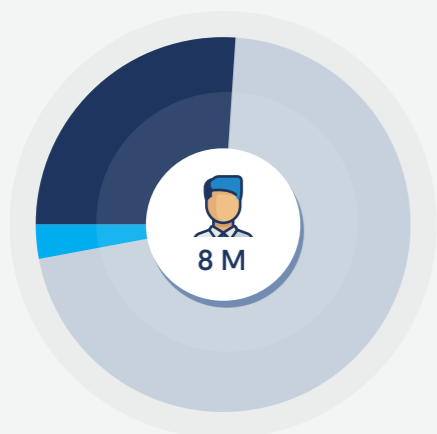
Generation X
2.8 M

Online expats
1.8 M

Online male expats
1.3 M

Millennials
9.6 M

Online female expats
490 K

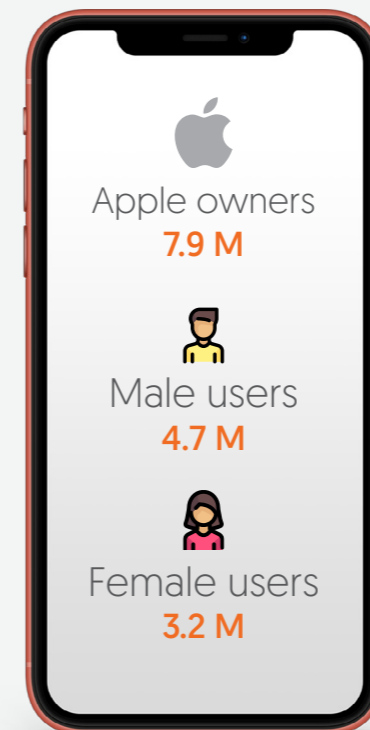


- Generation X 1.8 M
- Millennials 6.1 M
- Others 100 K

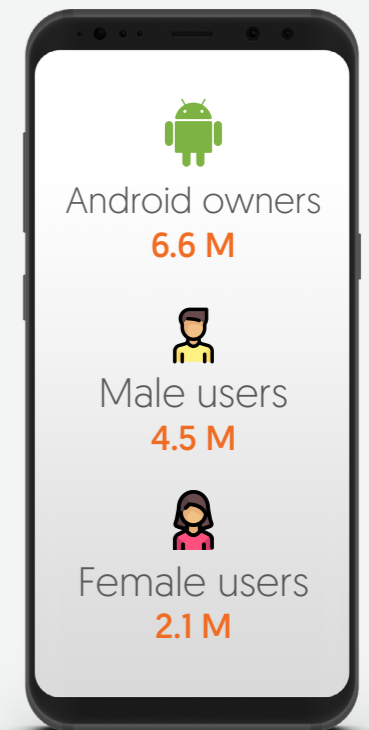


- Generation X 940 K
- Millennials 3.5 M
- Others 160 K

Interests and hobbies



Apple vs Android



Instagram in 2018



With Instagram gaining popularity in Egypt, it's no surprise that we've seen increases in both Arabic users – noting a 10% increase from 10M to 11M users in 2019 – and an English user-base – seeing a 5% increase from 4.2M to 4.7M in 2019. Egyptian Insta users are majority males with 6.5M, and 4.6M female users.

Active users 11 M

English users **4.7 M**
Arabic users **11 M**

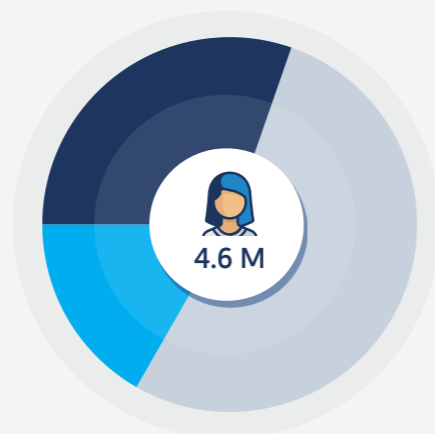
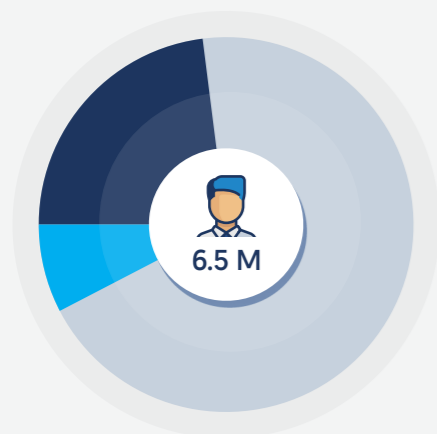
Generation X
2 M

Online expats
520 K

Online male expats
310 K

Millennials
7.8 M

Online female expats
200 K



- Generation X **1.2M**
- Millennials **4.6 M**
- Others **700 K**

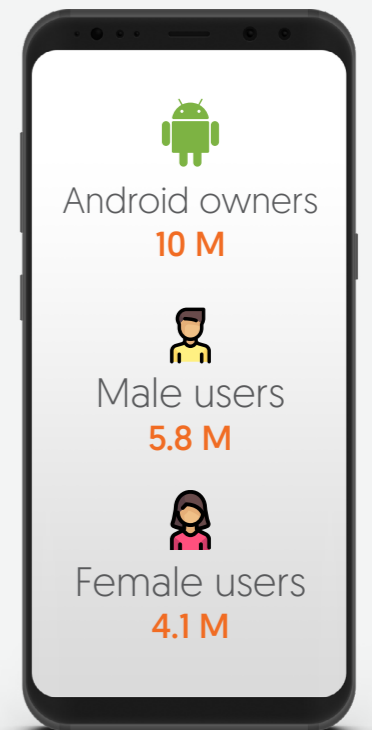
- Generation X **800 K**
- Millennials **3.2M**
- Others **590 K**

The most notable areas of increased interest for online users in Egypt in 2019 were fashion, music and travel. With an increased awareness of fashion trends and fads, fashion followers have increased from 8.6M to 10M in Egypt in 2019. Being a cultural hub for the region, the country's social media interest in music saw an extra 2M users this year, up to 10M from 8M in 2018. Wanderlust is also at an all time high with online users seeing another 2M rise in followers.

Interests and hobbies



Apple vs Android



Instagram in 2018



In the UAE we find that English-language users greatly outnumber Arabic-language users of social media. But this shouldn't be a surprise given the UAE's more than 85% expatriate community. English users account for 2.9M, and Arabic comprises 1.5M users. Both English and Arabic users are gaining ground this year, with English users increasing by 300K and Arabic users increasing by 400K. Given that the UAE is a highly business-oriented setting and abundant with a youthful demographic, Online Millennials (2.5M) outnumber Gen X (1.1M) considerably by 1.4M users.

Active users
3.7 M

English users 2.9 M
Arabic users 1.5 M

Generation X
1.1 M

Online expats
2.6 M

Online male expats
1.7 M

Millennials
2.5 M

Online female expats
970 K

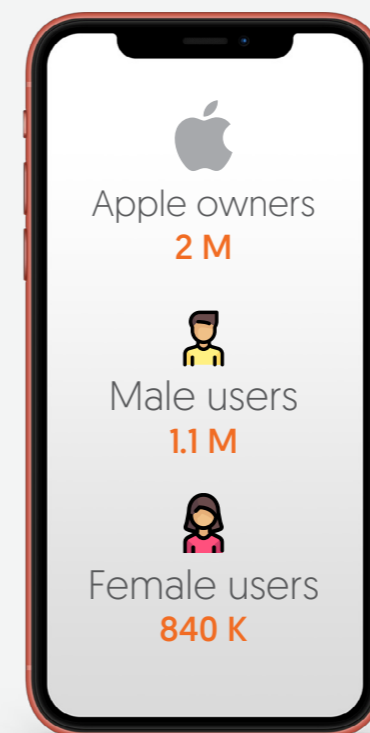


● Generation X 670 K
● Millennials 1.6 M
● Others 30 K

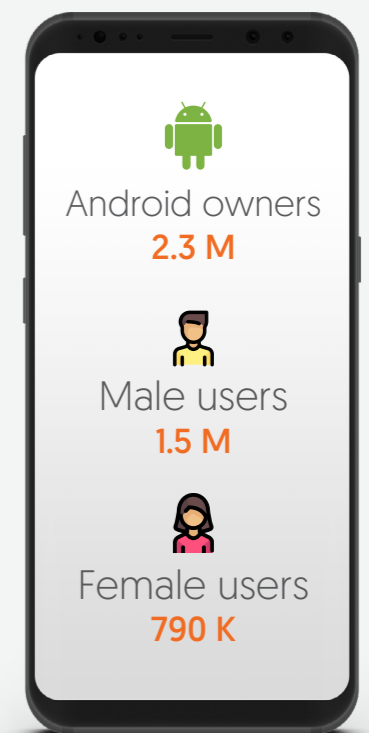
● Generation X 450 K
● Millennials 930 K
● Others 20 K

Instagram users in the UAE are equally divided between Apple and Android users, with 2M Apple owners and 2.3M Android owners. Both tech companies are growing at a notable rate, given Apple's 200K gain in users this year, and Android's 100K increase. While Apple's user base is an equal split between males and females, Android relies more heavily on its male user base.

Interests and hobbies



Apple vs Android



Facebook in 2018



Both English and Arabic Facebook users in Saudi have increased at a modest rate. Millennial users have in fact decreased with a shift towards an increased Generation X user base, with a 20% increase, totaling 850K users now.

Active users
15 M

English users 9.5 M
Arabic users 7.9 M

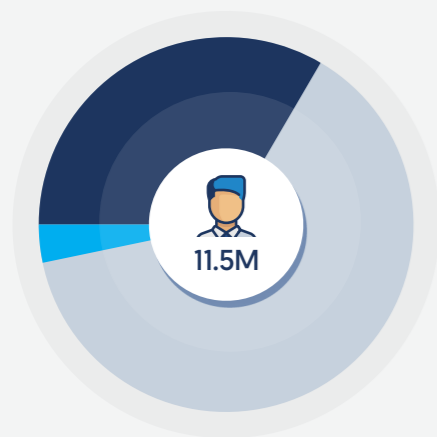
Generation X
4.2 M

Online expats
4.5 M

Online male expats
3.5 M

Millennials
11 M

Online female expats
1 M



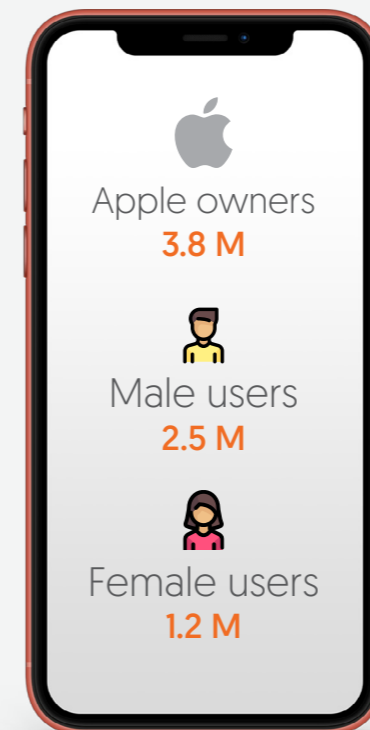
- Generation X 3.3 M
- Millennials 8.1 M
- Others 600 K

- Generation X 850 K
- Millennials 2.5 M
- Others 50 K

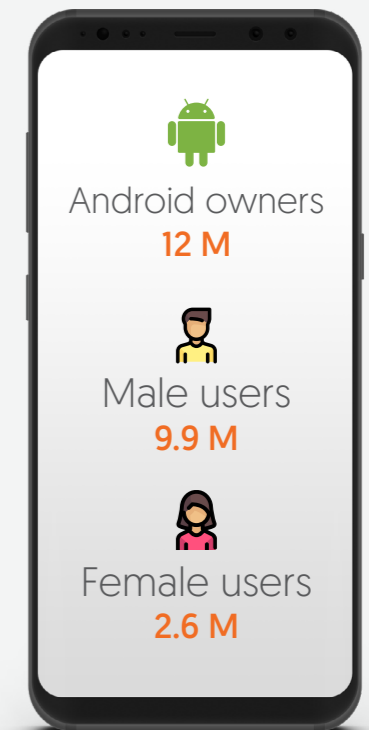
Saudi users access Facebook mainly through Android devices. Although Apple and Android are increasing at a similar rate – at around 20% each – Android is way ahead with 13M users, compared with 3.8M Apple users. What's more, Android users increased from 11M to 13M, whereas Apple users moved from 3.1M to 3.8M. Saudi is an Android market for Facebook.

Travel, food and fitness rank as the highest interests for Saudi Facebook users in 2019. Notably, there's been a five-fold increase in travel enthusiasts in the Kingdom – going from 2.7M users to 14M. Food lovers have likewise hiked significantly from 4M to 8.7M.

Interests and hobbies



Apple vs Android



Facebook in 2018



Of all the Middle East countries profiled, Egypt witnessed the most poignant increase in Facebook users, with an almost 20% increase on the platform with Arabic users going from 33M to 39M, and English users increasing from 8M to 11M.

Active users 39 M

English users **11 M**
Arabic users **39 M**

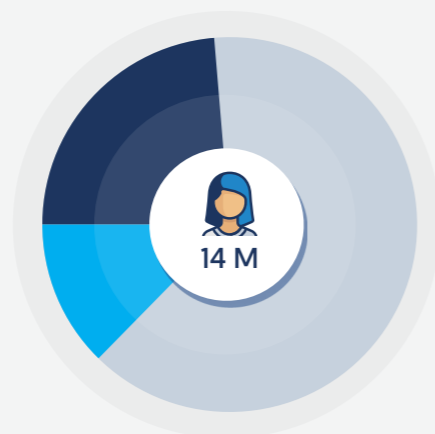
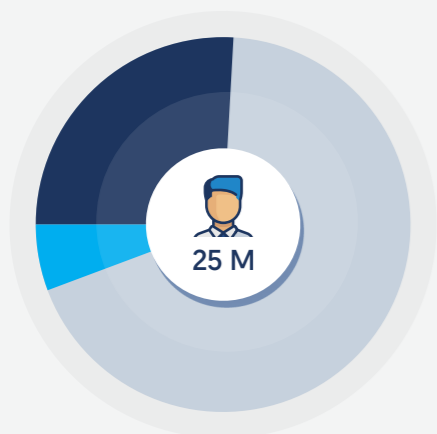
Generation X
9.1 M

Online expats
1.7 M

Online male expats
1.2 M

Millennials
26 M

Online female expats
560 K

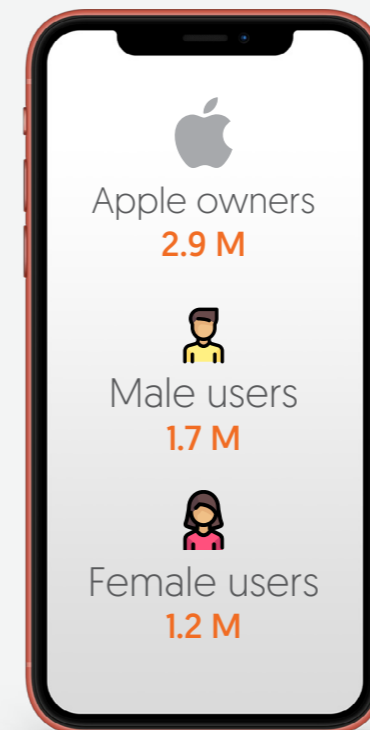


- Generation X **6.3 M**
- Millennials **16 M**
- Others **2.7 M**

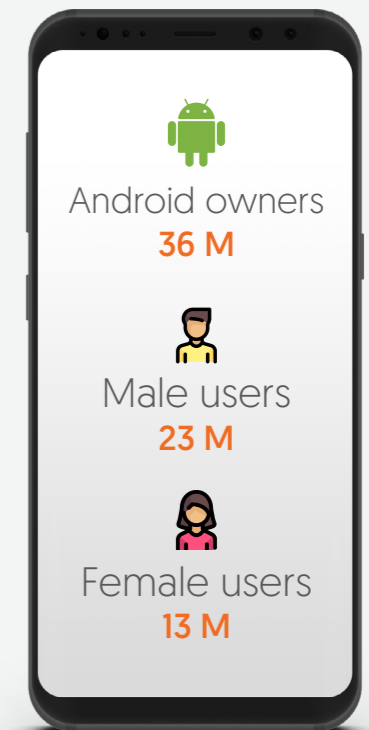
- Generation X **2.8 M**
- Millennials **9.2 M**
- Others **2 M**

Similarly to Saudi, Android has total domination of Egypt's Facebook user-base with 36M users compared with Apple's 2.9M. The dynamic doesn't seem likely to change any time soon as Android users continue to increase this year, up to 36M from 32M, while Apple users only went from 2.7M to 2.9M.

Interests and hobbies



Apple vs Android



Facebook in 2018



The UAE did not witness any major uptick in its 8.8M Facebook user base. However, the UAE is once again unique in that 85% of its users are using English language compatibility.

Active users
8.8 M

English users 7.9 M
Arabic users 2.3 M

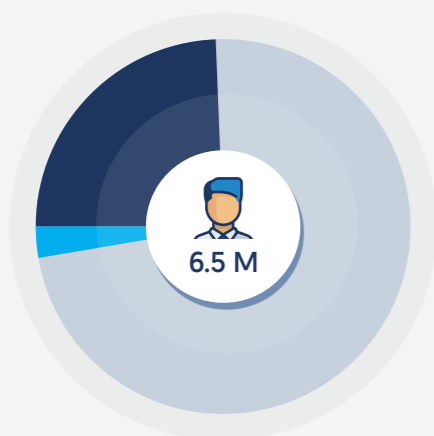
Generation X
2.8 M

Online expats
8.1 M

Online male expats
6 M

Millennials
5.8 M

Online female expats
2.1 M

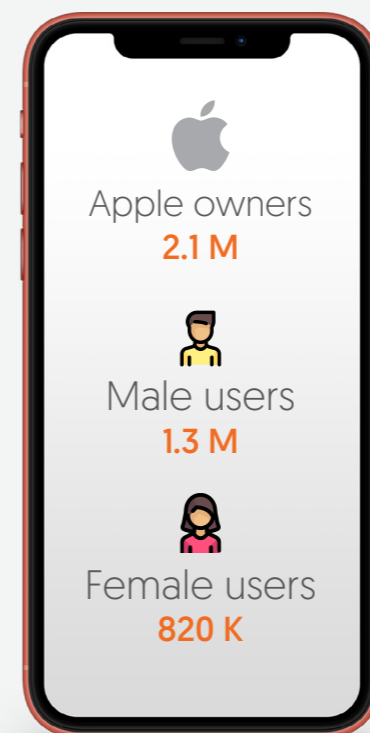


● Generation X 2.1 M
● Millennials 4.3 M
● Others 100 K

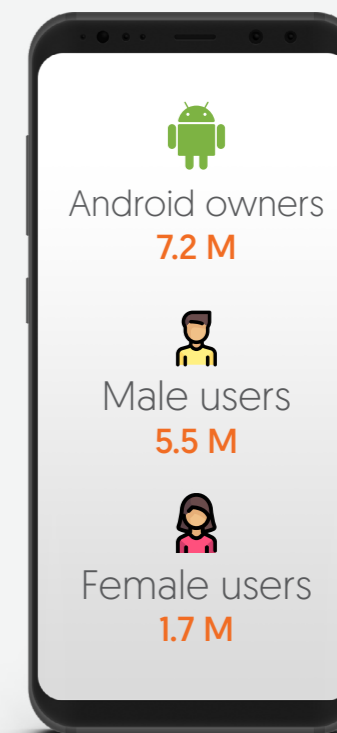
● Generation X 770 K
● Millennials 1.5 M
● Others 30 K

With no significant changes from 2018, Androids continue to be the smartphones of choice for most UAE online users, with more than 7M Android users in contrast to 2.1M Apple users. The reason for this seems to be the male demographic, with males owning the 5.5M of the 7M Android phones.

Interests and hobbies



Apple vs Android



Twitter in 2018



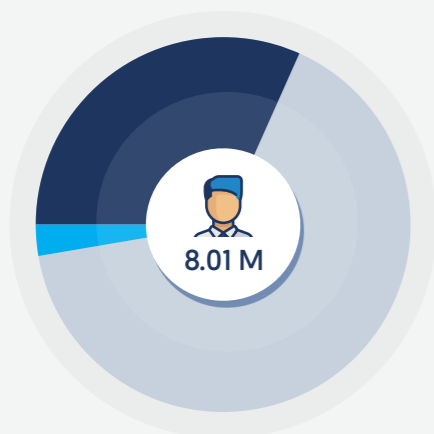
KSA has the largest user base for Twitter in the Middle East. The Kingdom also showed a sizeable increase in users in 2019, going from 11M to 11.7M users. With a 100% increase in Arabic users – going from 3M to 6.29M – it's clear that this is a local market that very much identifies with its national identity. English users also grew to 1.9M from 633K, while GenX users are rapidly adopting the platform with a 300% increase from 900K users in 2018 to over 3M users this year.

Active users
11.27 M

English users **1.96 M**
Arabic users **6.29 M**

Generation X
3.13 M

Millennials
6.03 M

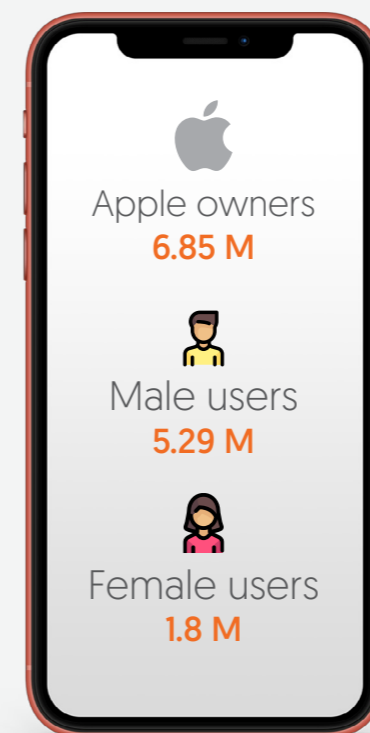


- Generation X **2.72 M**
- Millennials **4.72 M**
- Others **570 K**

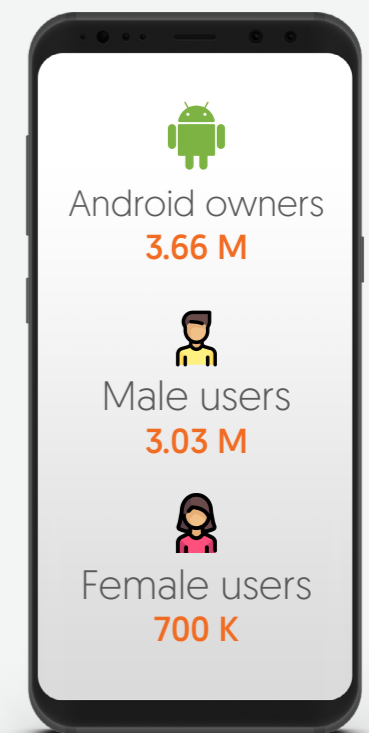
- Generation X **428 K**
- Millennials **1.3 M**
- Others **1.53 M**

Food and music are the areas of greatest interest on Twitter in Saudi. The number of users interested in food doubled from 755K to 1.5M, reflecting a growth in the opportunities in the sector in the country, while music Twitter fans went from 5M to 7.4M this year.

Interests and hobbies



Apple vs Android



Twitter in 2018



Egypt saw an 18% increase in its active user base in 2019, moving up to 2.56M users. English language users experienced a 36% growth – going from 420K users to 570K, and male users are increasing at a significant rate, moving up from 1M in 2018 to 1.26M in 2019. And it's Millennials that are responsible for the majority of this surge, with their tweeting activity doubling from 688K to 1.32M.

Active users
2.36 M

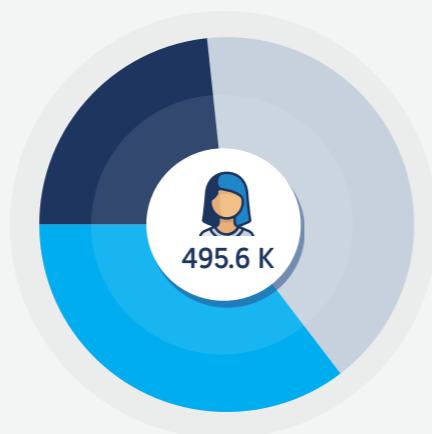
English users **572 K**
Arabic users **1.26 M**

Generation X
688 K

Millennials
1.32 M



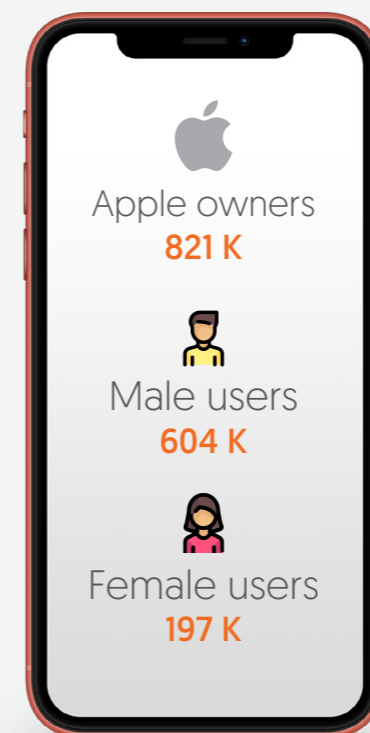
- Generation X **550 K**
- Millennials **1.1 M**
- Others **200 K**



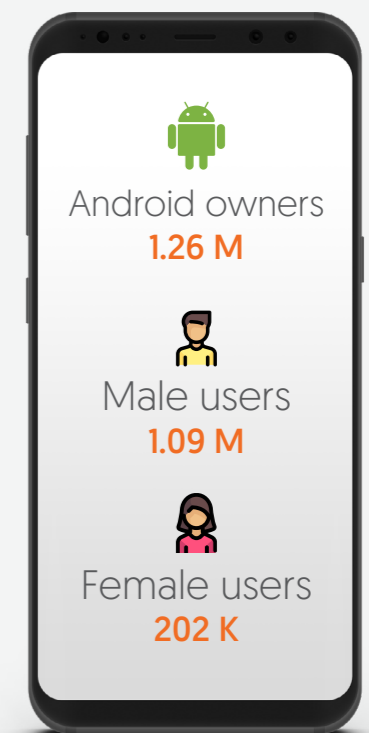
- Generation X **71.7 K**
- Millennials **228 K**
- Others **195.9 K**

Egyptian Twitter users' interests have grown in two main areas: food and travel. Foodies have increased their Twitter activity from 60K to 400K, while travelers are using Twitter seven-fold more than 2018, going from 199K users in 2018 to 760K this year.

Interests and hobbies



Apple vs Android



Twitter in 2018



Twitter's user base in the UAE has increased by 15% from last year, reaching 2.3M users. Twitter is gaining greater popularity with the male demographic, with a 50% increase in men's use – moving from 1M to 1.5M users this year. And GenX seems to be the age demographic that Twitter is resonating most with this year, showing a 60% increase to hit 822K users, whereas Millennials saw a 22% spike in its user profile to reach 1.2M users.

Active users
2.3 M

English users **974 K**
Arabic users **762 K**

Generation X
822 K

Millennials
1.22 M



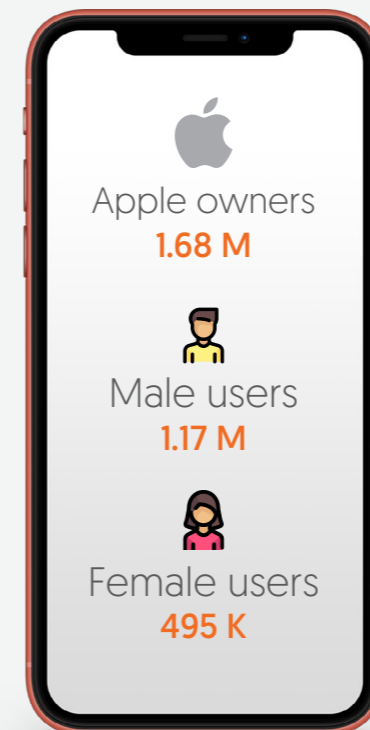
- Generation X **655 K**
- Millennials **799 K**
- Others **106 K**



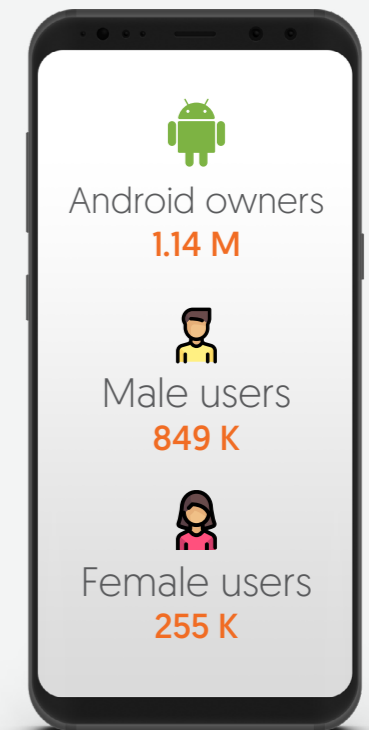
- Generation X **174 K**
- Millennials **390 K**
- Others **172 K**

The UAE's Twitter users interests are driven by the fitness world. Fitness interests saw a spike from 360K users to more than 1M this year. Meanwhile the music sector saw a 50% increase – going from 1M to 1.5M users using Twitter to access information on the art.

Interests and hobbies



Apple vs Android



Snapchat in 2018



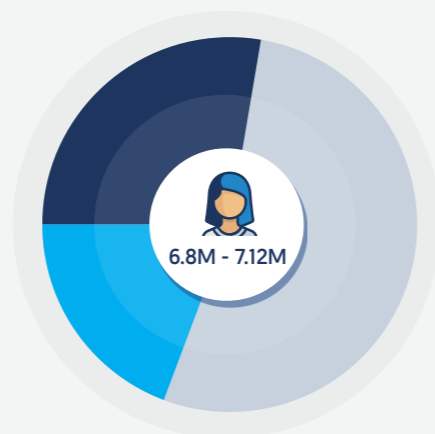
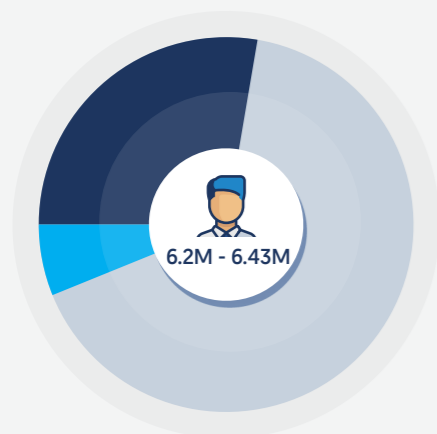
Snapchat seems to be the most popular social media platform in Saudi, with 13M active users – compared Egypt's 3M and the UAE's 2M users.

Active users
13.8 M

English users 2.4 M - 2.46 M
Arabic users 12.9 M - 13.45 M

Generation X
3.1 K - 3.23 M

Millennials
8.8 M - 9.12 M



● Generation X 1.5 M - 1.575 M
● Millennials 4.3 M - 4.42 M
● Others 400K - 435K

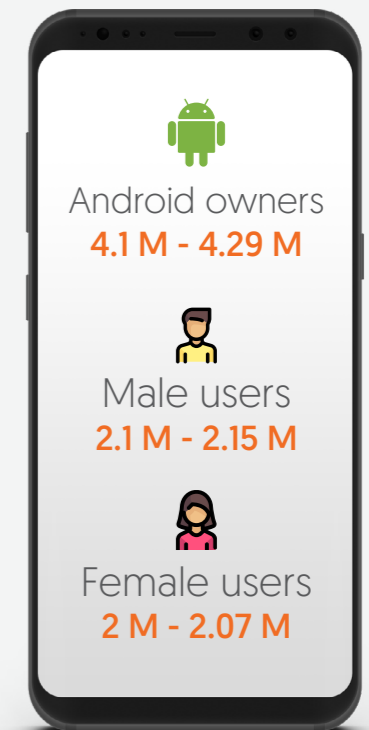
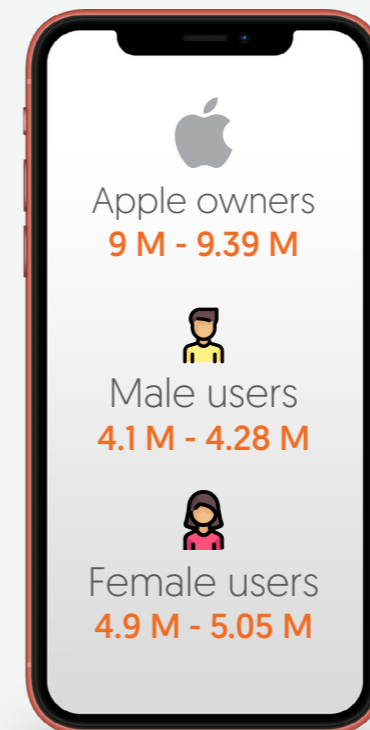
● Generation X 1.5 M - 1.575 M
● Millennials 4.4 M - 4.61 M
● Others 900K - 935K

KSA Snapchat users seem to be quite the sports fans with half the user base (6M) being interested in sports. At a close second, we find music fans at 5.2M users, echoing with the new concerts and music ambiance in the country. Finally, we find gamers and news watchers competing for the third place, both at 3.4M users showing interest in these domains.

Interests and hobbies



Apple vs Android



Snapchat in 2018



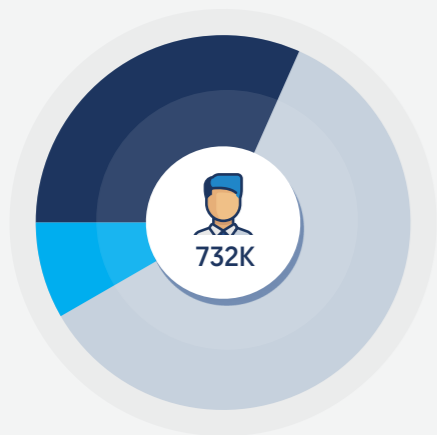
Snapchat users in Egypt are equally split between English users and Arabic users, with up to 900K English users, and up to 1.08M Arabic users. When it comes to gender, we see that Snapchat is used more by females than males, with three times more women using the platform than men.

Active users 3.5 M

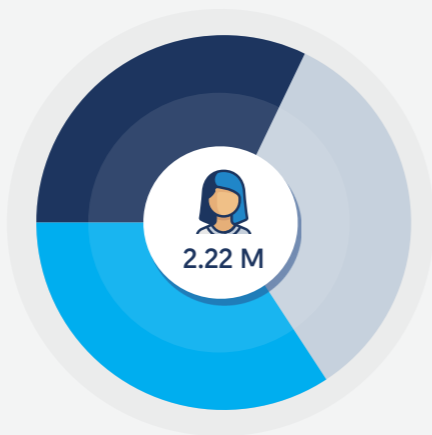
English users **870K - 900K**
Arabic users **1.05 M - 1.08 M**

Generation X
180 K - 187.5 K

Millennials
870 K - 900 K



- Generation X **69 K - 72 K**
- Millennials **315 K - 330 K**
- Others **348K - 330K**



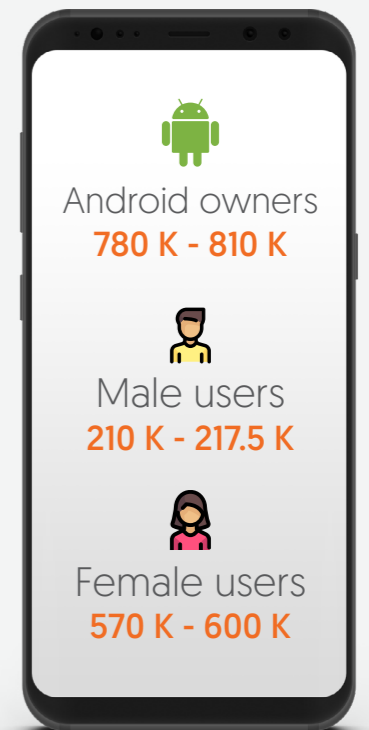
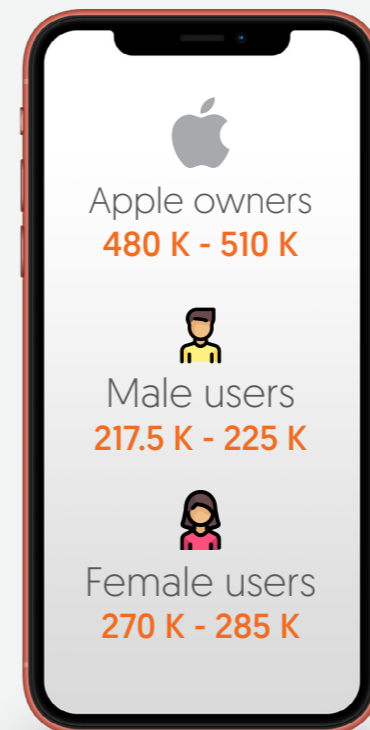
- Generation X **105 K - 112.5 K**
- Millennials **540 K - 570 K**
- Others **1.57M - 1.53M**

The leading interest for Egypt's Snapchat users is watching news! With its fun display and short informative videos, keeping up with the news and the latest updates is easy on Snapchat. This is closely followed by women's lifestyle and fashion, which comes as no surprise seeing as the majority of users are females.

Interests and hobbies



Apple vs Android



Snapchat in 2018



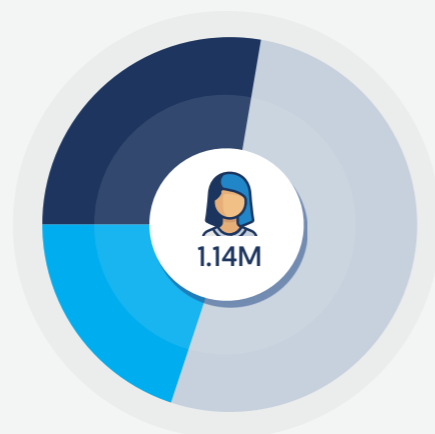
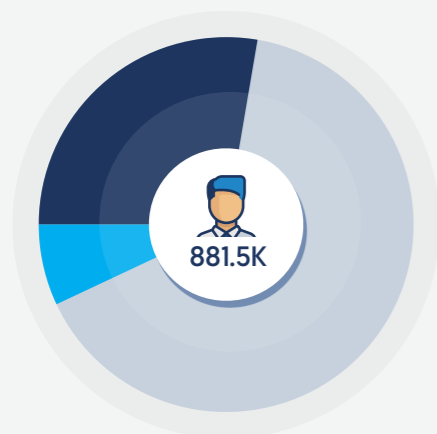
The UAE has the lowest user base for Snapchat among the countries under the study, standing at 2M active users. When it comes to the language of preference, there's an equal split between Arabic and English. The same applies to gender usage, with female users slightly exceeding male users by 300k users. As usual, Millennial users far exceed GenX users as they account for more than half the user base at 1.2M users while Genx are only at 500k users.

Active users
2.05 M

English users **1.2 M - 1.275 M**
Arabic users **1.275 M - 1.35 M**

Generation X
510 K - 540 K

Millennials
1.125 M - 1.2 M



- Generation X **225 K - 240 K**
- Millennials **540 K - 570 K**
- Others **116.5K - 71.5K**

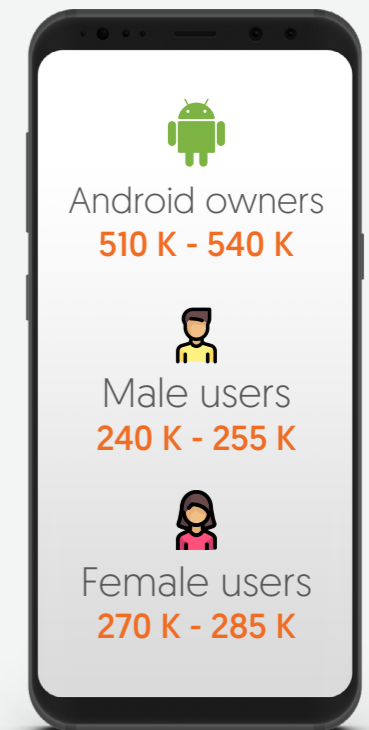
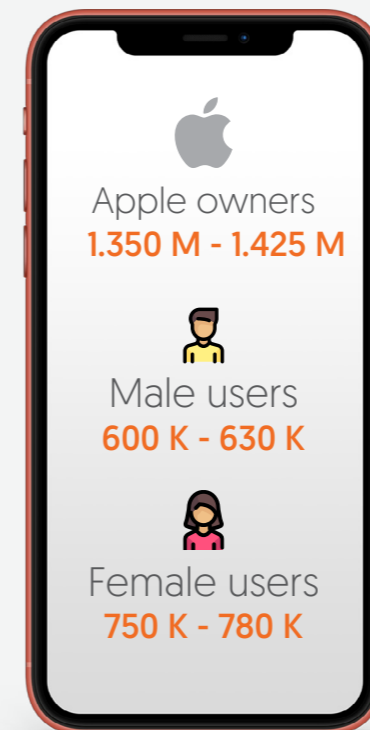
- Generation X **285 K - 300 K**
- Millennials **630 K - 660 K**
- Others **225K - 180K**

UAE Snapchat users seem to be most interested in sports with 1M users, representing half the user base, that shows interest in this domain. In second place, we find that music represents a significant interest for users, with 810K users expressing interest. Finally, women's lifestyle and fashion rank third which can be explained by the fairly large female user base.

Interests and hobbies



Apple vs Android





LinkedIn in KSA saw an increase of half a million users in 2019 – mainly driven by male users, who prompted a 200K increase from 1.9M users to 2.1M.

Active users 3.5 M

Males users
2.1M

Female users
430K

Seniors
640K

Managers
230K

Director
88K

VP
41K

CXO
28K

Partner
5.9K

Owner
29K



Egypt also witnessed a half million user uptick on LinkedIn.

Active users 3.6 M

Males users
2.56 M

Female users
1.04 M

Seniors
720K

Managers
200K

Director
93K

VP
53K

CXO
85K

Partner
6.9K

Owner
57K



LinkedIn users in the UAE went from 3.5M in 2018 to 3.9M in 2019. This increase was driven mainly by the male demographic.

Active users 4 M

Males users
2.84M

Female users
1.16M

Seniors
930K

Managers
310K

Director
160K

VP
100K

CXO
55K

Partner
21K

Owner
64K

Twitter Insights



Top Hashtags (Arabic)

For Events

- رمضان (Ramadan)
- عام زايد (Year of Zayed)
- خليفة سات (KhalifaSat)
- القمة العالمية للحكومات (The World Government Summit)

When it comes to trending hashtags for events, we find that the Holy Month of Ramadan was the at the top, closely followed by the Year Of Zayed; a commemorative event in honour of the late Sheikh Zayed bin Sultan Al Nahyan, the Founding Father of the UAE.

For Sports

- دوري الخليج العربي (Arabian Gulf League [professional Football League in the UAE])
- روسيا ٢٠١٨ (Russia 2018)
- خليجي ٢٣ (Gulf Cup 23 [important football tournament for gulf countries])
- الإمارات العراق (The UAE_Iraq* [Semi Final of the Gulf Cup that took place in 2018]. The match took place in January 2. The UAE won)

As for top sport related hashtags, the local Arabian Gulf League took the lead, followed by one of the top football events of 2018; Russia 2018 World Cup.

Top Mentions- Most mentioned accounts

Most mentioned the UAE football club accounts

- alainfcae (Al Ain FC official account)
- AlWahdaFCC (Al Wahda FC official account)
- AlWaslS (Al Wasl SC official account)
- ALNasrSC (Al Nasr FC from the UAE official account)

When it comes to fan favourite UAE football clubs, we find that Al Ain FC is on top of the list, followed by Al Wahda FC.

Top Tweet in the UAE

The top tweet in the UAE (in terms of number of retweets) went to Sheikh Mohammed.

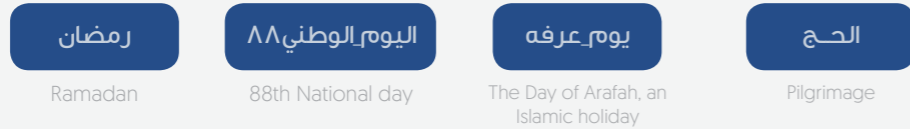
With the UAE royalty's strong online presence, influential position and high follower count, it's only natural that we find the Crown Prince of Dubai's tweet as the most retweeted tweet in the UAE.





Top Hashtags (Arabic)

For Events



Saudi Arabia's religious and patriotic identity are strongly visible as we find the Holy Month of Ramadan and Saudi National Day taking the lead as the top trending events hashtags.

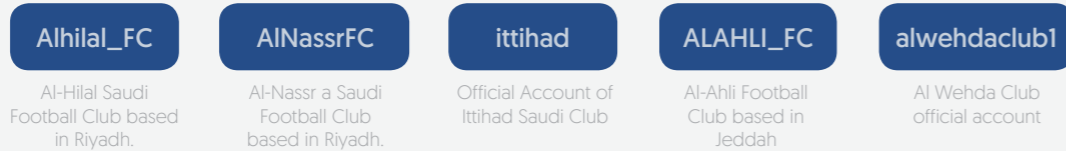
For Football matches



When it comes to fan favourite Saudi football clubs, we find that Al Hilal FC is at the top of the list, followed by Al Nassr FC.

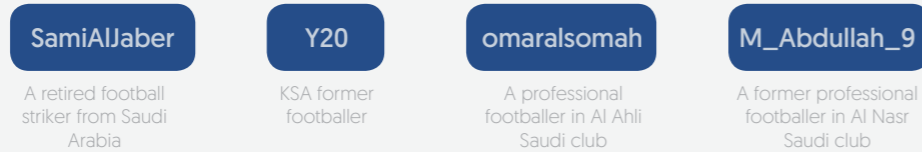
Top Mentions - Most mentioned accounts

Most mentioned Saudi football club accounts



When it comes to fan favourite Saudi football clubs, we find that Al Hilal FC is on top of the list followed by AlNassr FC!

Most mentioned Saudi athlete accounts



And the most popular Saudi footballer award goes to Sami Al-Jaber, even though he's retired, his fame and popularity still soar.

Top Tweet in KSA

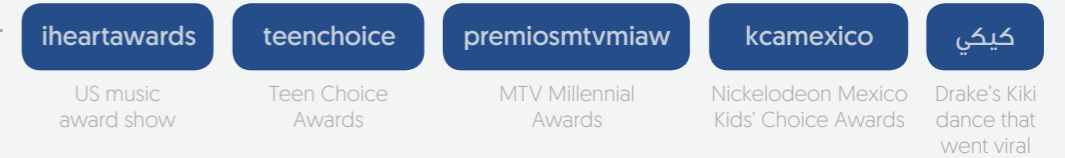
The top tweet in Saudi Arabia (in terms of number of retweets)

With Saudi royalty being among the most famous and influential online players, it comes as no surprise that King Salman's tweet was the most retweeted tweet in the Kingdom.



Top Hashtags (Arabic)

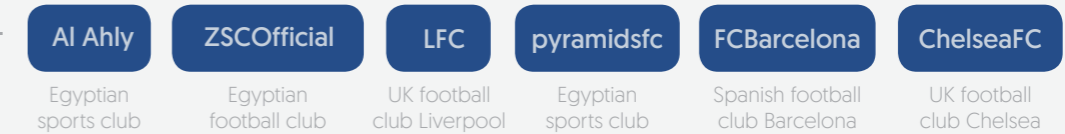
For Entertainment



It comes as no surprise seeing Al Ahly and Zamalek country wide favourites clubs competing as the top mentioned local football clubs.

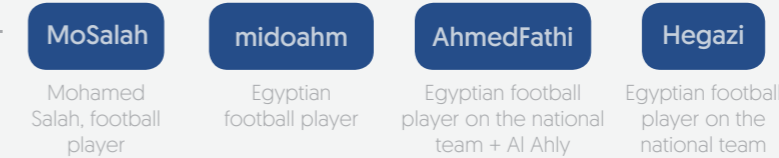
Top Mentions - Most mentioned accounts

Most mentioned Egyptian football club accounts



It comes as no surprise seeing Al Ahly and Zamalek country wide favourites clubs competing as the top mentioned local football clubs

Most mentioned Egyptian athlete accounts



Mo Salah is a local and international sensation! No wonder he's at the top of the most mentioned athlete accounts. Mido, comes in close second after his comeback to the spotlight this year!

Top Tweet in Egypt

The top tweet in Egypt (in terms of number of retweets) went to Mohammad Salah.

With unparalleled stardom and fame, Mo Salah has done it again, taking the lead with the most retweeted tweet in all of Egypt!



Ch.02

Industries' Analysis



In this section, you will read the insights related to different industries across the MENA region. These industries include telecommunication, E-commerce, Automotive, Media, and more. This year, we also added a special analysis of seasonal events such as Hajj (Pilgrimage) and Ramadan.

Telecommunication in the Middle East

This section is based on the analysis of the telecommunications industry in KSA and Egypt in 2018. The last part of this section will give you an in-depth comparison between Zein's activities in 2017 and 2018.

Monitored period
10 months

Monitored countries
Saudi Arabia and Egypt

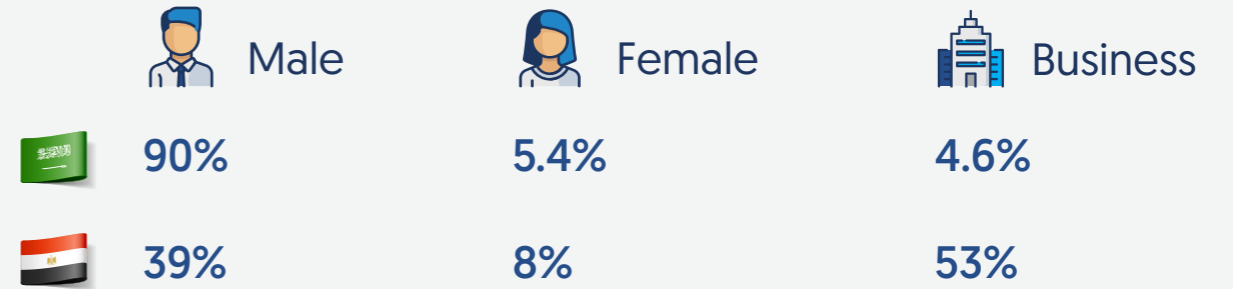
Monitored platforms
This analysis is based on monitored queries of Saudi and Egyptian telecommunication companies on Twitter, Facebook, Instagram, Blogs, Forums, and News Websites, as well as Facebook and Twitter social media accounts.

Analyzing by Location
*Twitter Only



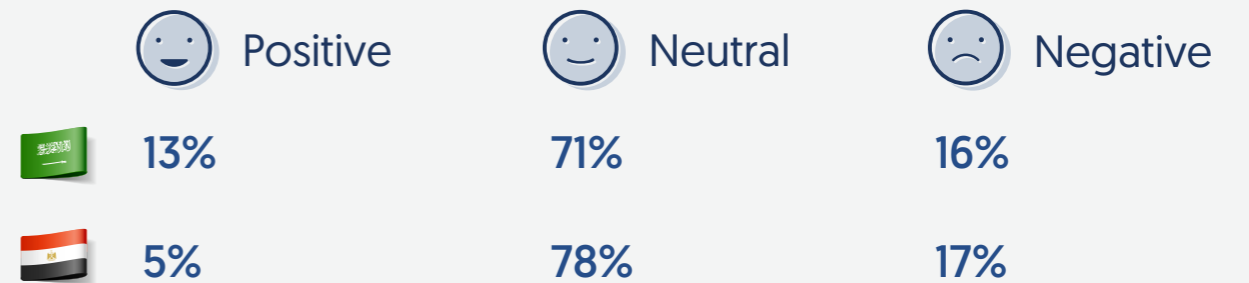
Gender Participation in KSA and Egypt

Males were the most active gender in Saudi Arabia, while business accounts in Egypt were the most participating. Female users were the least active in Egypt, while business accounts weren't active in Saudi Arabia.



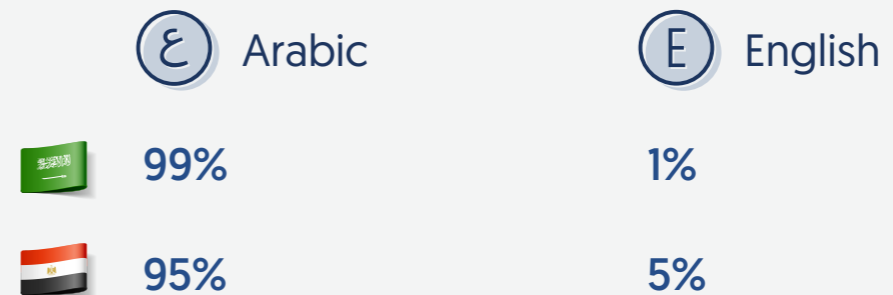
Which sentiment did users in each country express?

Neutral is almost always a dominating sentiment. By looking at the telecommunications industry, we can tell that both nations had their share of complaints about the telecommunication industry. However, Saudi users were more content with their telecommunication companies than Egyptians who only had 5% of their posts expressing a positive sentiment.



Which language did each country's citizens prefer?

The vast majority of content was in Arabic and English, Saudi and Egyptian online users are known to prefer publishing their online material in Arabic.



Ranking Telecommunication companies in KSA and Egypt

Most active telecommunication companies according to page and users' activities

The following list is based on monitoring brands that received the highest activities, including user-generated content and their own posts and interactions.

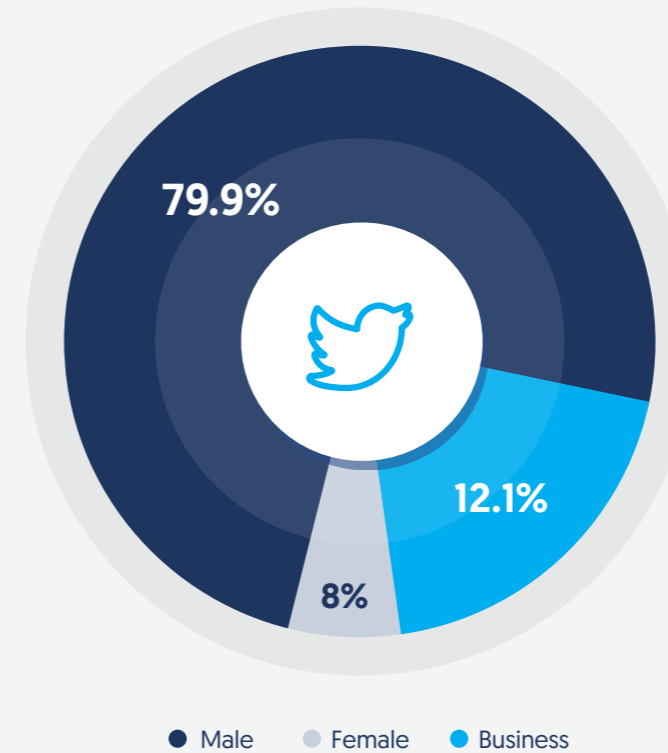
KSA			Egypt		
	STC	44%		Vodafone	42%
	Mobily	32%		Telecom Egypt	33%
	Zain	18%		Etisalat	17%
	Jawwy	6%		Orange	8%

Most active telecommunication companies according to user-generated activities only

Based on **user-generated activities**, we reached the following ranking according to the share of voice for user-generated content and likes received.

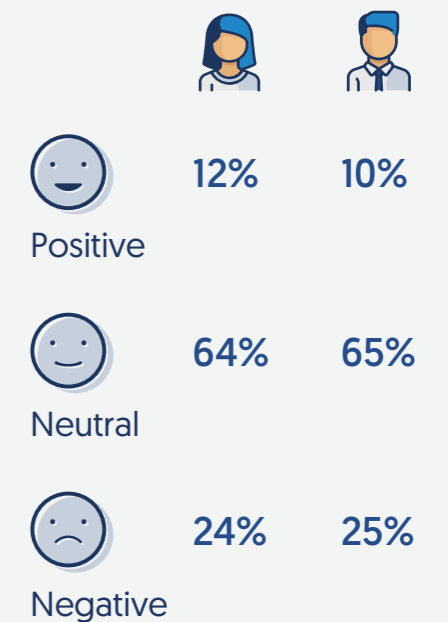
KSA			Egypt		
	STC	48%		Vodafone	42%
	Mobily	29%		Telecom Egypt	30%
	Zain	17%		Etisalat	18%
	Jawwy	6%		Orange Egypt	10%

Users' Demographic Analysis Twitter only



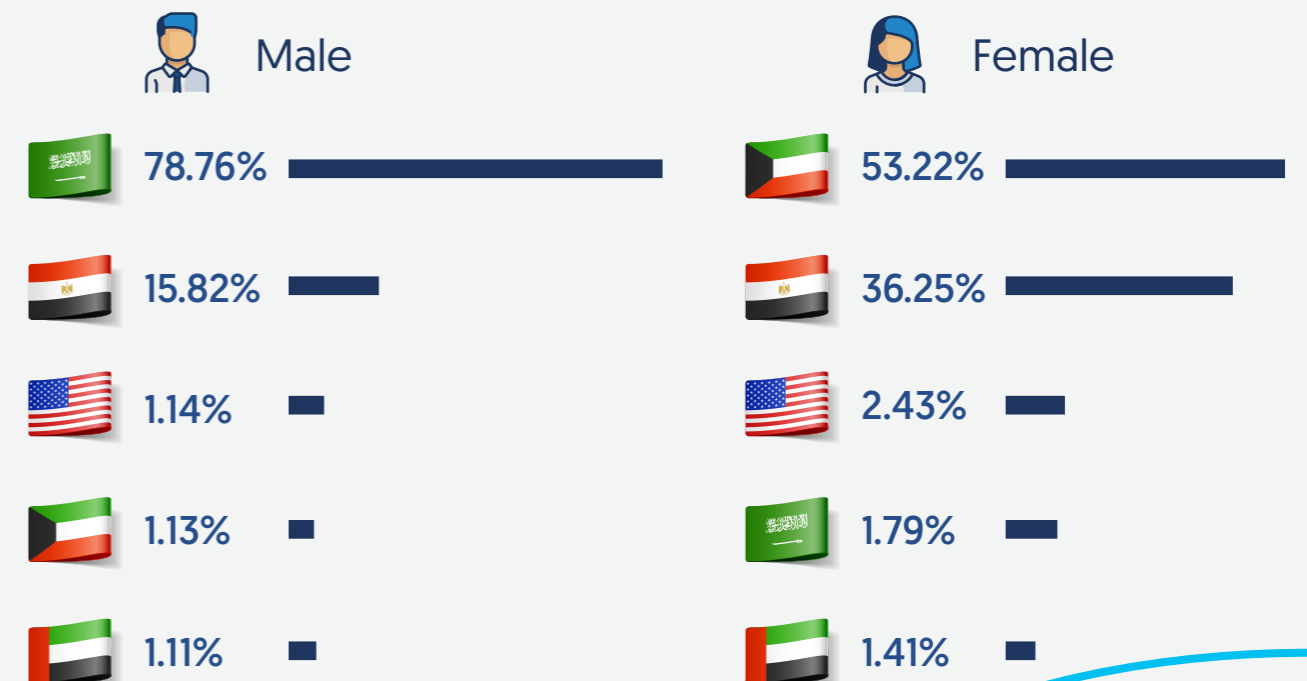
What did different genders express?

Usually, neutral posts are the highest, especially in the telecommunication industry. Online users post inquiries on social media platforms, creating a majority of neutral content.



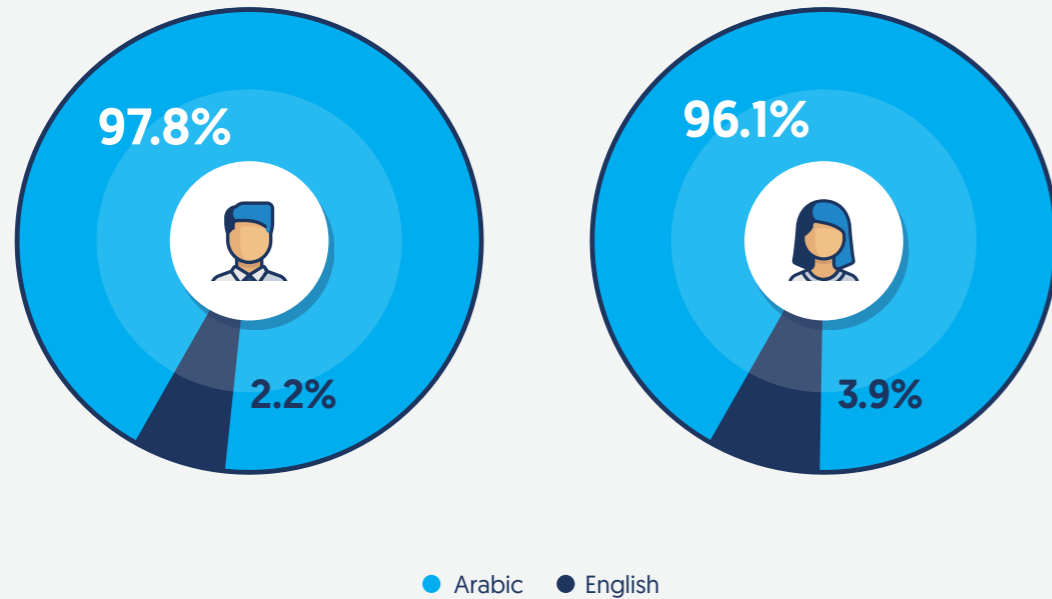
Where did the highest gender participation come from?

However, the ratio of Egyptian females' contribution to the 'female buzz' was bigger than the males' contribution to the 'male buzz'.



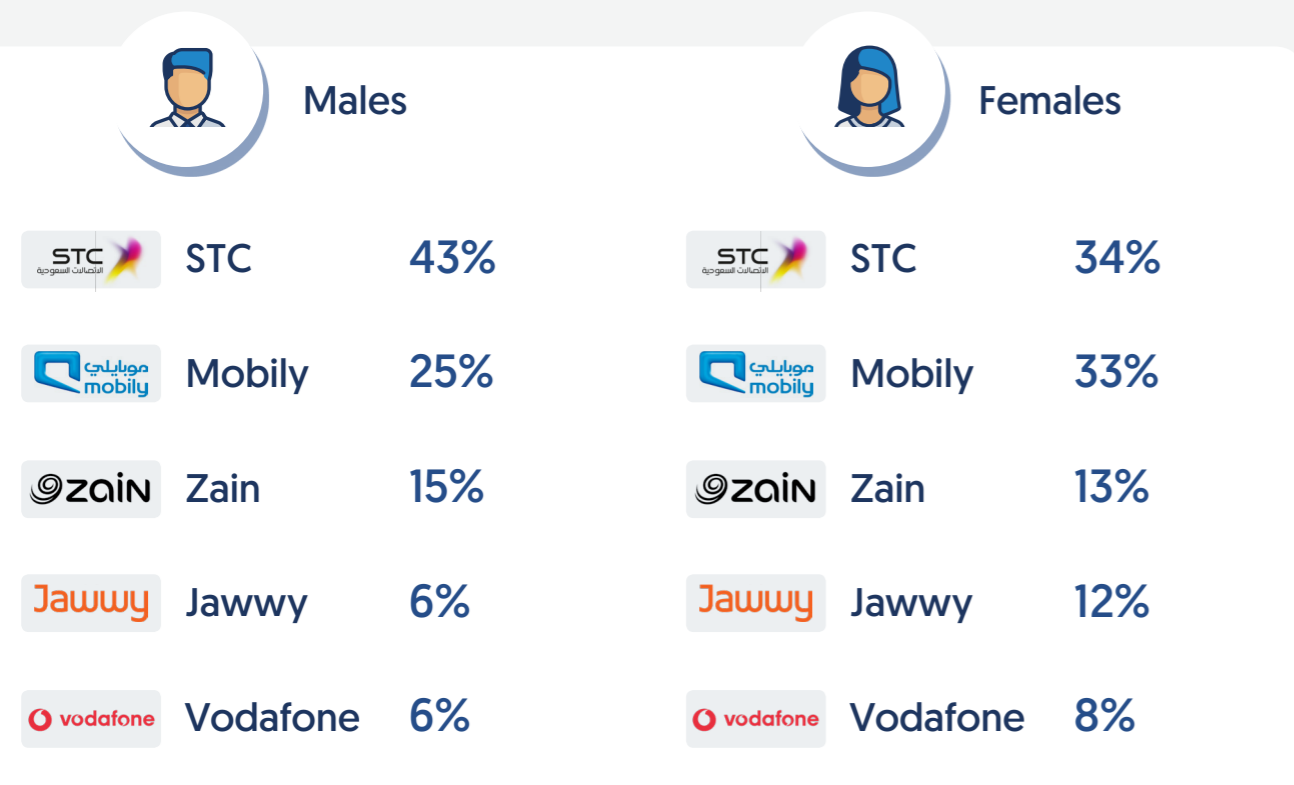
Which language did users prefer to use?

Both countries' online users preferred to use Arabic to address, complain about, or appreciate their telecommunication companies.



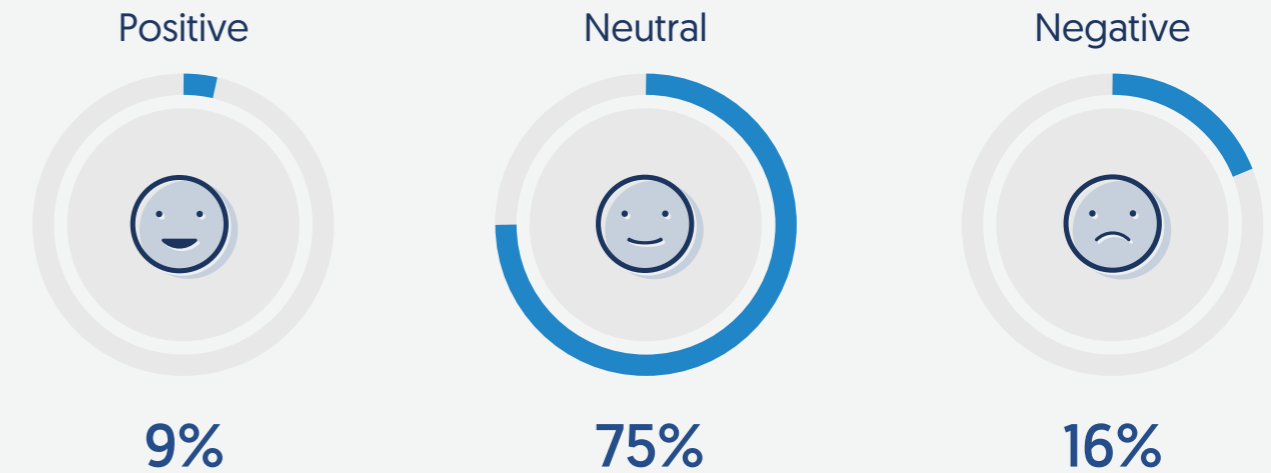
Top 5 brands for Males and females Twitter and Gender

Queries and Social Accounts: [Excluding Likes]



Sentiment Analysis General excluding retweets

Neutral was the dominating sentiment, followed by negative then positive content.



Gender domination over sentiment

Males contributed the most to all sentimental content. Business accounts, as usual, did not show any sentiment in their content.

Gender	Neutral	Positive	Negative
Males	67.3%	89.7%	91.6%
Females	6.3%	10.3%	8.4%
Business	26.4%		

Which language was used to express each sentiment?

The vast majority of all content across all sentiments was written in Arabic.

Language	Neutral	Positive	Negative
Arabic	96.47%	96.89%	99.3%
English	3.53%	3.11%	0.7%

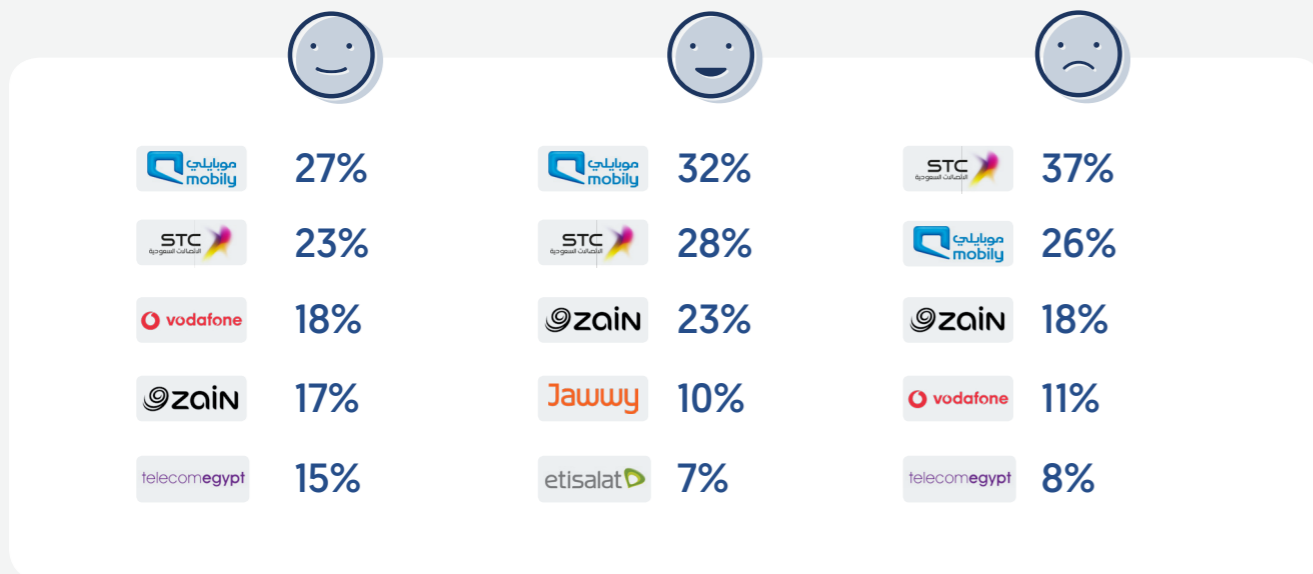
Countries contribution to sentiment

Saudis had the highest contribution of all the sentimental and neutral content, followed by Egypt.

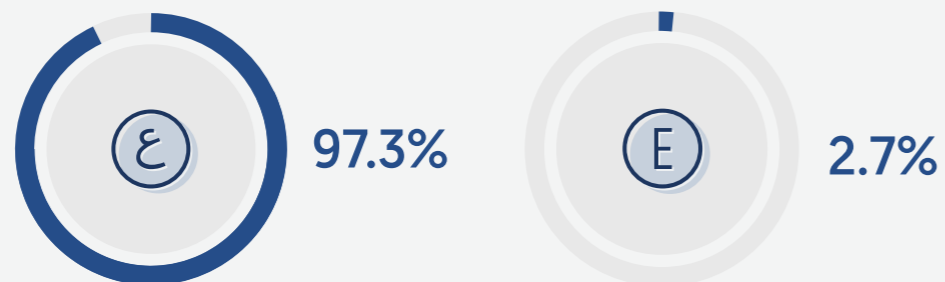


Top 5 Brands in each sentiment

Sentiment based on queries and social accounts (excluding retweets)

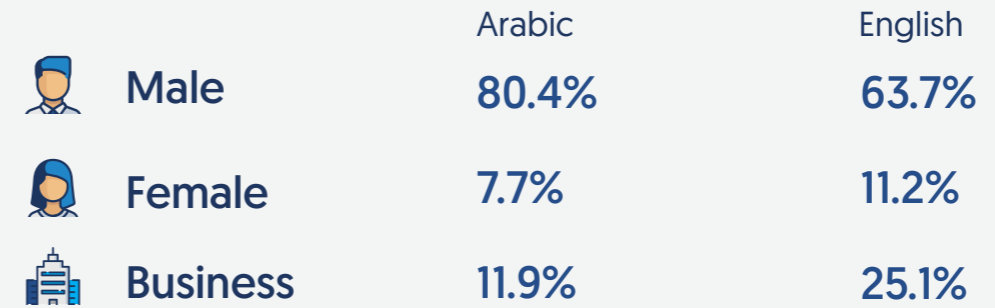


Analyzing by Language



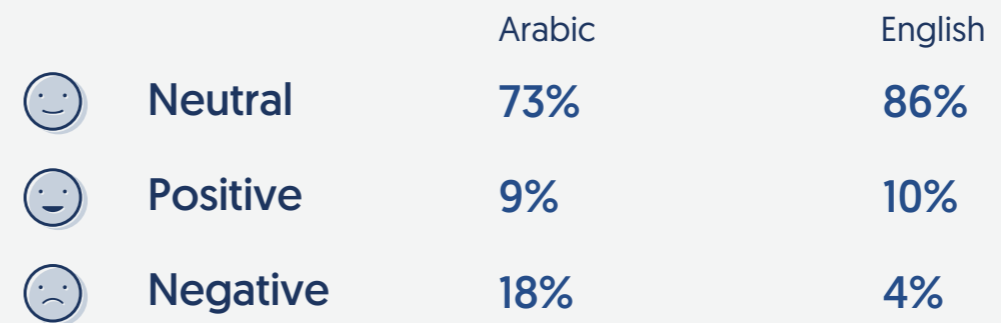
User distribution over language

Males contributed to more than 80% of the Arabic content. Meanwhile, business accounts were more active in English than Arabic giving males' 63.7% of the overall English content.



How was each language used to express sentiment?

Neutral content dominated the sentiment in both languages. However, people were more comfortable expressing negative sentiments in Arabic.



Top 5 Brands mentioned in each language

These brands were ranked according to their number of mentions and interactions they received online and on their social accounts.



Top Posts

Twitter + Facebook / brand + non Brand

Top Brand Posts Twitter

#1

الاتصالات السعودية

@STC_KSA

Follow

رجعنا لكم بالمسابقات السهلة والسريعة 🎁
 فولو + ريتويت وبتدخل معنا السحب
 على 6 أجهزة ذكية 📱
 5000 ريتويت = جهاز 📱
 10000 ريتويت = جهازين 📱
 20000 ريتويت = ثلاثة أجهزة 📱
 إذا وصلنا لعدد الريتويت المطلوب بنبدأ
 السحب على الفائزين 🎉

Translate Tweet

شارك واربح

فولو + ريتويت وبتدخل
 معنا السحب

6:05 PM - 10 Jul 2018

15,515 Retweets **4,841** Likes

6.7K
16K
4.8K
✉

♥
4.8K

↻
16K

↺
6.7K

The Saudi telecommunication company started a competition asking users to retweet, and according to the number of retweets, a number of iPhones will be distributed to the winners of a draw lot.

Top Brand Posts Twitter



#2

Vodafone Egypt
@VodafoneEgypt

Following

محمد صلاح رد فينا الروح
خلانا نصدق إننا لما بنتجمع على حاجة بتبقى أقوى
من اي حاجة!
فودافون الشبكة رقم 1
#رقم_1_بيجمعنا

Translate Tweet



1:26 1.16M views

11:03 PM - 14 Mar 2018

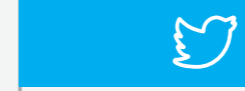
2,991 Retweets 11,682 Likes

210 3.0K 12K

12K
3.0K
210

A Vodafone advertisement featuring the Egyptian football star, Mohamed Salah.

Top Brand Posts Twitter



#3

Mobily | موبيلي
@Mobily

Follow

مضبط خويك دايم؟
هالمرة ضبب كل اخويك
فولو ولايك وريتويت
ومنتن 4 من اخويك في هاشتاق
#هدايا_موبيلي
وادخلوا السحب لربح 5 أجهزة XS

Translate Tweet



10:04 PM - 9 Oct 2018

6,215 Retweets 5,812 Likes

23K 6.2K 5.8K

5.8K
23K
6.2K

The Saudi telecommunication company distributes five iPhones to winners of a draw lot for users who follow the page, like and retweet, and mention four of their friends on the competition post.

Top Brand Posts Facebook



#1

Etisalat Misr
19 May 2018 · 🌐

زي ما كل الناس دي مش بتبهرز ... احنا كمان مش بتبهرز في رمضان السنة دي! الشحنة بـ ١٠ جنيه أو أكثر ممكن تشحنها ٢٨ مرة تانية .. ١٤ ليك و ١٤ لجيبك اشحن وكلم #٠١١* واختار هدية رمضان وعشان تستخدم الشحنات الإضافية كلم #٠١١*٢٨ بعد الشحن أو زور <http://spr.ly/6180D5ii4> #احنا_مش_تبهرز_#شحنة_رمضان_مع_اتصالات
| Shereen Reda - شيرين رضا - Samira Said Ahmed Fahmi Nelly Karim
Ali-Elhaggar Mohamed Ramadan

See Translation

etisalat

966K Likes 40K Comments 51,867 shares 42M views

Like Comment Share

👍 966K
💬 40K
➦ 51,867

Etisalat Misr posts an advertisement that features the most prominent Egyptian stars as part of their Ramadan campaign.

Top Brand Posts Facebook



#2

Orange
17 May 2018 · 🌐

جارك أقرب واحد ليك بس بعيد عنك... أورانج السادى هتقربك من جيرانك اشحن انت و جيرانك و كل جيرانك نفس الكارت اكر من مره و خليه يلف مصر كلها. رمضان كريم عليك و علينا كلنا #جاري_يا_جاري

See Translation

orange

Ali Ghozlan and 1M others 37K Comments 131,848 shares 32M views

Like Comment Share

👍 1M
💬 37K
➦ 131,848

Orange, the Egyptian telecommunication company features a number of young stars in their Ramadan advertisement.

Top Brand Posts facebook



#3

Vodafone Egypt with Mohamed Salah.
Paid partnership · 🌐

محمد صلاح رد فينا الروح
خلانا تصدق إننا لما بتجتمع على حاجة يبقى أقوى من أي حاجة!
قودافون الشبكة رقم 1 ... See more ...



870K 22K Comments 57,728 shares 28M views

Like Comment Share

Write a comment...

870
22K
57,728

A Vodafone advertisement featuring the Egyptian football star, Mohamed Salah.

Top Users Posts Twitter

excluding brands and Competitors posts mentioning the brand handle



#1

Amr Diab @amrdiab
Following

اطلب #٤٤٠* و خليك أول واحد يسمع أغاني ألبوم
#عمرو_دياب_الجديد "#كل_حياتي" انتاج
@VodafoneEgypt فقط على @NayForMedia

Translate Tweet



2:29 AM - 26 Jul 2018

1,241 Retweets 14,378 Likes

558 1.2K 14K


Tweet your reply

14K
558
1.2K


Amr Diab, the Egyptian superstar, tweets an exclusive service allowing users to listen to the his new album, provided by Vodafone.

Top Users Posts

Twitter excluding brands and Competitors posts mentioning the brand handle



#2



عبدالعزیز الخضيری
@ABD

Follow


iPhone Xs
iPhone Max

تقدر تاخذه اقساط 💰
أو تبدل جهازك القديم (ايفون مدى الحياة) 📱
أو تشترك بباقة ٣٩٩ ريال من #زين_السعودية

اطلبه اليوم واستلمه يوم ٢١
bit.ly/2pdyhit

زين أفضل مكان تاخذ منه الايفون؟
متابعين @ZainKSA
شاركوا على #ابل_مع_زين 🍏
ويمكن يطلع جهازك علي

Translate Tweet



1.0K

4.6K

4.7K

8:58 PM - 16 Sep 2018


4,710 Retweets 1,018 Likes

4.6K 4.7K 1.0K


In coordination with Zain KSA, Abdelaziz Al Khudairy published a tweet informing users of the various ways they can get the new iPhone, via installments, by exchanging their old iPhone, or by subscribing to the 399 SR. package.

Top Users Posts

Twitter excluding brands and Competitors posts mentioning the brand handle



#3




هيئة الإذاعة والتلفزيون
@SBAGovSA

Follow

@STC_KSA. بعد أن قرأت تغريدة تركي آل الشيخ (صكها رأسها)، هل تحتكر دوري الأمير محمد بن سلمان للمحترفين، وتخسر رضا السعوديين، وربما اشتراكاتهم، أم تستهدي بالله، وتقول لأبو ناصر تم؟ ترى وييلي عليك أحسن من وييلي منك يا STC... طيعو شوري!
@Turki_alalshikh
#ترانا_جاهزين

Translate Tweet



1.4K

1.5K

4.6K

The Saudi broadcasting authority wondered whether STC will respond to Turki Al Shaikh's complaint about their exclusive sponsorship of Prince Mohammad bin Salman League and if they will lose many of their customers?

Top Non-Brand Posts Facebook



#1

Pepsi is with Vodafone Egypt.
13 June 2018 · 🌐

جه وقت الجد
يلا تلم الليلة
#فوتنا_في_لمتنا
Mohamed Salah

See Translation

106K 1.9K Comments 4,546 shares 10M views

Like Comment Share

- 👍 106K
- 💬 1.9K
- ➦ 4,546

The Egyptian football star Mohamed Salah, featured in a Pepsi/Vodafone advertisement.

Top Non-Brand Posts Facebook



#2

Pepsi is with Vodafone Egypt.
15 June 2018 · 🌐

هي دي أقوى لمة #فوتنا_في_لمتنا
Mohamed Salah

See Translation

58K 864 Comments 2,727 shares 4.5M views


Like Comment Share


- 👍 58K
- 💬 864
- ➦ 2,727

The Egyptian football star Mohamed Salah, featured in a Pepsi/Vodafone advertisement.

Top Non-Brand Posts Facebook

#3








CBC Egypt
3 April 2018 · 🌐


شيكابالا وسارة قصة حب من اول نظرة
#صاحبة_السعادة | Telecom Egypt


See Translation




22K


574 Comments


693 shares


1.3M views

Like
Comment
Share


The Egyptian football star Shika-bala speaks about his love story with Isaad Younis on CBC Egypt.


22K
574
693

Top Users Posts

Twitter excluding brands and competitors posts mentioning the brand handle

#1







تركي آل الشيخ
@Turki_alshikh


Follow


بتوجيه من سمو سيدي #ولي_العهد سيتم نقل الدوري على القناة الرياضية السعودية مجاناً ...
أما النقل بمميزات الباقات الإضافية فيمكن الاشتراك بها عن طريق stc
حفظك الله سيدي جعلها تبطي سنينك 🙏

Translate Tweet




19K


6.9K


34K

Turki Al Shaikh announces that the Prince Mohammad Bin Salman League will be shown for free on the Saudi sports channel, while users can subscribe to special coverage via STC.

Top Users Posts

Twitter excluding brands and competitors posts mentioning the brand handle

#2

تركي آل الشيخ
@Turki_alalshikh

على stc غداً وبشكل عاجل عقد مؤتمر توضح فيه طريقة النقل التلفزيوني ... غير معقول بقي ٤٨ ساعة والناس تبي تفهم ... ويجب ان تكون هناك وسيله مجانية وبدون تأخير للمشاهدة !...

10:30 PM - 28 Aug 2018

20,748 Retweets 15,206 Likes

9.6K 21K 15K

15K

9.6K

21K

Turki Al Shaikh announces the coverage of an urgent press release on STC. He's expressing the people's right to a free service that informs them with the most recent updates on football.

Top Users Posts

Twitter excluding brands and competitors posts mentioning the brand handle

#3

هيئة الاتصالات وتقنية المعلومات
@CITC_SA

قرر مجلس إدارة #هيئة_الاتصالات تعليق خدمات شركة موبايلى للعملاء الجدد (المفوترة، مسبقة الدفع) وذلك لعدم وفائها بالتزاماتها في نسبة سعودة الصف التنفيذي الأول التابع لرئيس الشركة ... citc.gov.sa/ar/mediacenter

6:09 PM - 7 Oct 2018

4,601 Retweets 1,592 Likes

681 4.6K 1.6K

1.6K

681

4.6K

The Communications and Information Technology Commission announces that Mobily services will be suspended until the company complies to the Saudization ratio in the C-Suite.

Top Users Posts

Facebook excluding brands and competitors posts mentioning the brand handle



#1

alquds - القدس
57 mins · 🌐

شاهد إعلان شركة زين الكويتية، أجرا إعلان يتناول رمضان من زوايا عثقت أو استغفلت عنها الأمة السوات..
حينما يكون الإعلان رسالة..
#سنتلمز_في_القدس

41K 1.8K Comments 36,519 shares

Like Comment Share

41K
1.8K
36,519

Zain published a controversial Ramadan advertisement about an Arab kid who is seeking to have Iftar in Jerusalem. The advertisement was shared by AlQuds page, who praised the idea.

Top Users Posts

Facebook excluding brands and competitors posts mentioning the brand handle



#2

Abo Treka Lovers
29 April 2018 · 🌐

محمد صلاح إتحاد الكرة عثله وحط صورته على الطائرة التي هنتقل المنتخب لكاس العالم ويجوار صورته
تم وضع شعار شركة We للاتصالات راعي اتحاد الكرة
محمد صلاح موقع عقد رعاية مع شركة فودافون للاتصالات والعقد بيفرض ع اللاعب دفع عرامة كام مليون
جنيه لو شارك في اي حملة دعائية لاي شركة مناقسة او تم استغلال لمصورته حتى ،،
دلوقت اللاعب مطالب بدفع العرامة او مقاضاه اتحاد الكرة لدفع العرامة بدلا منه
اتحاد الكرة طلب من الشركة الراجة التي بدورها طلبت من شركة We سداد العرامة
يقال إن شركة We بيرأسها لواءات وجنرالات سابقين اللي عملوا وذن من طين وودن من عجيب وقالوا ماهو
معاد فلوس كثير بيتا يدفع هو !!
اللاعب مؤدب وببستحي يرفع قضية على اتحاد الكرة ده في الوقت اللي محافظ الغربية بتطلب من ابوه كل
شوية تبرعات من محمد لصالح المحافظة ده في الوقت بردوا اللي الدولة ار صمته للتبرع بخمسة مليون جنيه
لصندوق تحيا مصر والتصوير مع الرئيس والا هنتطيك للتجديد ونهني مسيرتك الاحترافية .
ده نموذج لانسان مصري مكافح نجح بره مصر والدولة بتحلب فيه ومش عاوزه تسيبه لدرجة انه نشر
صورته امبارح وهو حاطط ايده على رقبته بيقولهم فيها اتخفتت 🤔

See Translation

Mohamed Salah @MoSalah · 7m

27K
3.9K
24,220

A fanpage of Abo Treka, the renowned football superstar tweeted about the feud caused by the image of Mohamed Salah, who has a contract with Vodafone, in the design of an airplane that is sponsored by the Egyptian telecommunication company We.

Top Users Posts

facebook excluding brands and competitors posts mentioning the brand handle



#3

Nancy Ajram added a new photo to the album The Voice Kids.
 31 January 2018 · Facebook Creator · 🌐

أنا ولجي وجورج معتمدین علیکم ٹیکونوا اعلیٰ صوت!! لگی رقم ۲۰
 جورج رقم ۲۱
 للتصويت، أرسل رقم المشترك المفضل لديك برسالة نصية الى الرقم المرادف ليذلك
 مصر 95459 / سعودية 745512 zein / mobily 640053 - الإمارات 4133 - du Etisalat
 2304
 الكويت 50649 viva - zain 96999 - العراق 2188 korek / zain 4258 - asia call 2267
 تونس 85115 / عمان 90424 :
 البحرين 94588 - batelco 94040 - zain viva 98886
 او اتصل على أحد الأرقام التالية:
 دولي 008821622774101 تريا
 لبنان 0088216900124 تريا
 مصر #622# ORANGE

See Translation



40K
 2.5K
 228

The Lebanese superstar, Nancy Ajram, a jury member of the Voice Kids, promotes her team on Facebook.

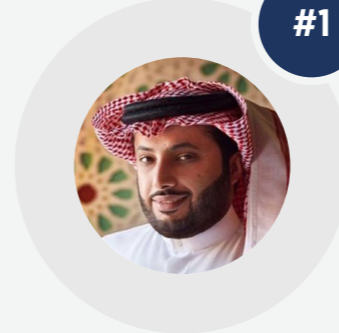
Top interactive influencers excluding brands

Twitter

This is a list of the influencers that received the highest number of interactions on posts they published about telecommunication

Males

#1

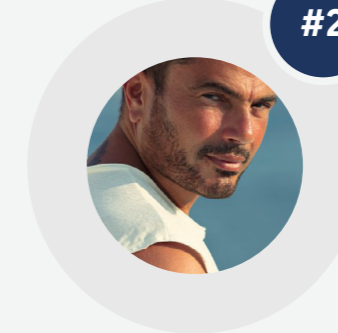


Turki Alalshikh

91.70K interactions



#2



Amr Diab

39.88K interactions



#3



Abdullah_iApp

12.73K interactions



Top interactive influencers excluding brands

Twitter

This is a list of the influencers that received the highest number of interactions on posts they published about telecommunication

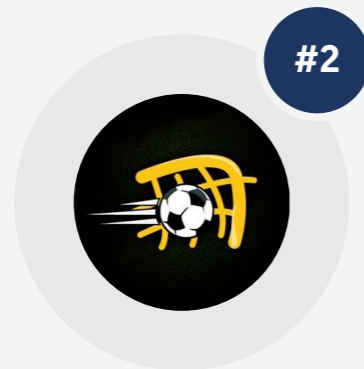
Business



#1

Rotana Music

28K
interactions



#2

FilGoal

17.79K
interactions



#3

AjelNews24

10.76K
interactions

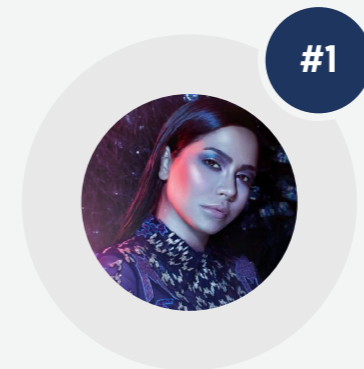


Top interactive influencers excluding brands

Twitter

This is a list of the influencers that received the highest number of interactions on posts they published about telecommunication

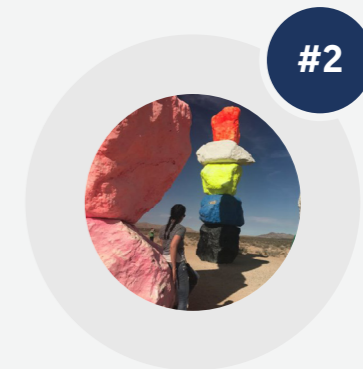
females



#1

Sherine Abduwahab

8.91K
interactions



#2

@Rawan_AlZamil

3.78K
interactions





Amir Sharara

Digital Producer/Digital Project Manager
Emaar Properties - the UAE

Which language did users prefer to use?

1. Video Marketing

Video marketing is the fastest growing channel. A survey conducted by Wyzowl.com predicted that in 2018, 81% of businesses would be using video in their marketing strategies, up from 63% in 2017. Many businesses would agree it raised their ROI.

So, what's in the forecast for 2019? Video traffic will account for a huge fraction of all consumer internet traffic. Live streams in particular, are on the rise.. There is a lot of evidence pointing to the conclusion that live videos have a much higher retention rate than those which are pre-recorded.

2. AI Chatbots

Artificial intelligence has been a hot topic. One of the most widely-known and implemented forms of AI right now are chatbots.

A live chat feature has become something customers expect to see no matter where they are or what device they're on. When set up correctly—with automatic messages while you're away—it enables your business to welcome visitors 24/7, all while answering their questions, and ultimately, capturing leads.

3. Voice Search

1 in every 5 mobile searches is carried out via voice, which means about 12% of all Google searches [420 million searches] are mobile voice queries. How does voice search affect SEO strategy? Digital marketers must adapt to voice integration in search engines. It gets better; the choice of words can determine whether a given query is for research purposes or for an intent of purchase. The trick is knowing how your content will fit the changing criteria that is driving the rankings.

4. Instagram Stories

No secret here: Instagram Stories continue to gain popularity and increased engagement via organic and paid methods. In June 2018 Instagram exceeded 1 billion monthly users, and Instagram Stories drew nearly 400 million users.

5. The acceleration of personalized marketing

To accommodate that expectation, more businesses will need to consider targeted advertising and retargeting campaigns on social media channels. It is likely that social media platforms will continue to refine their offerings as the demand for individualized content grows.

The First Arabic Social Media Monitoring Platform

Monitor and Analyze Millions Of Conversations Happening On

Twitter, Instagram, Facebook, Youtube, News, Blogs and More.



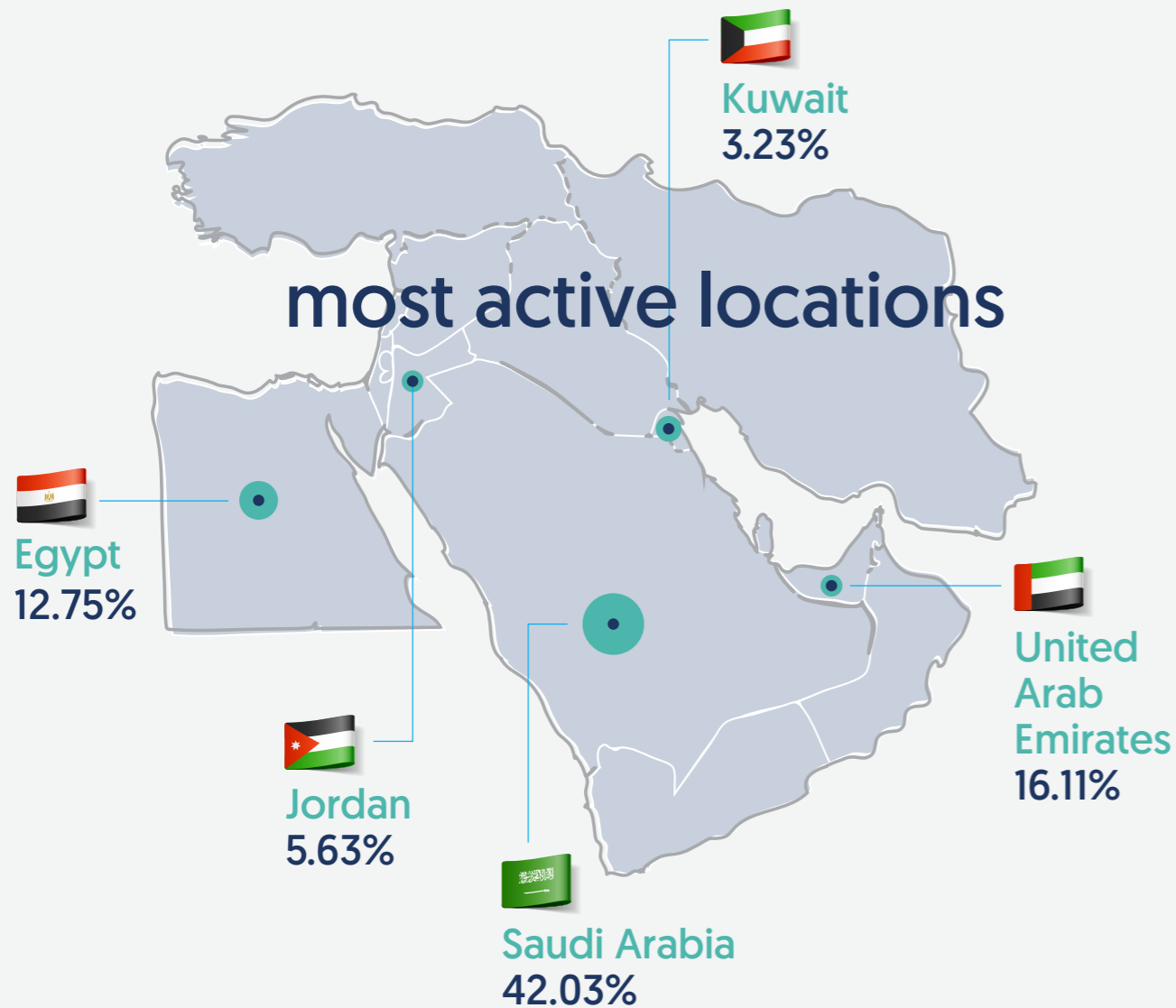
Automotive in the Middle East.



This section is based on the analysis of the conversations about the automotive industry in the MENA region in 2018.

- Monitored period**
10 months
- Monitored countries**
MENA Region
- Monitored platforms**
Queries covering Twitter, Facebook, Instagram, Blogs, Forums, and News for 18 different car brands, 12 official Facebook accounts and 17 official Twitter accounts.

Analyzing by Location
**Twitter Only*



Gender Participation in KSA, the UAE, and Egypt

By analyzing the top participating countries, KSA, the UAE, and Egypt, we realize that Saudi and Egyptian males owned the highest portion of the buzz. Egyptian women remarkably exceeded the activities of Egyptian business accounts, while businesses in the UAE remarkably exceeded the activities of both males and females”

	Male	Female	Business
Kuwait	80.3%	5.9%	13.8%
UAE	42.3%	8.6%	49.1%
Egypt	79.4%	13.3%	7.3%

Which sentiment did users in each country express?

Most of the content was neutral across the top 3 countries followed by positive content. Yet, we can see that users in Egypt and Saudi Arabia composed a higher percentage of negative content about the automotive industry.

	Neutral	Positive	Negative
Kuwait	84%	10%	6%
UAE	92%	5%	3%
Egypt	84%	10%	6%

Which language did each country's citizens prefer?

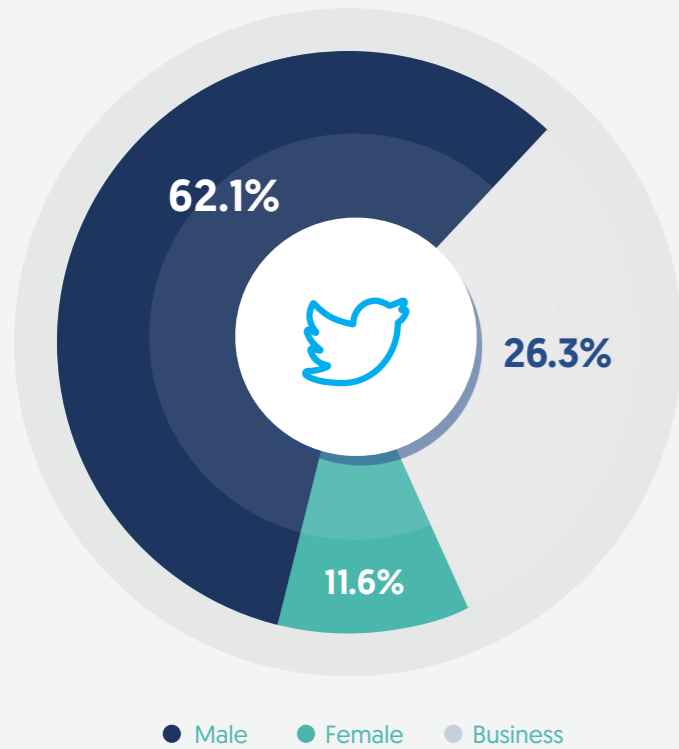
Saudi Arabia is always leading in Arabic content. Saudi users are often more comfortable using Arabic to express their feelings or opinions. Meanwhile, the majority of users in the UAE and Egypt used English to speak about the automotive industry. Keep in mind that these numbers are only representative of one industry. One may not conclude that Egyptians prefer to use English in general.

	Arabic	English
Kuwait	87%	13%
UAE	29%	71%
Egypt	37%	63%



Users' Demographic Analysis

Twitter Only



What did different genders express?

Male and female users were almost equally neutral about the automotive industry. Perhaps females were less expressive of their negative feedback, or they didn't have any.



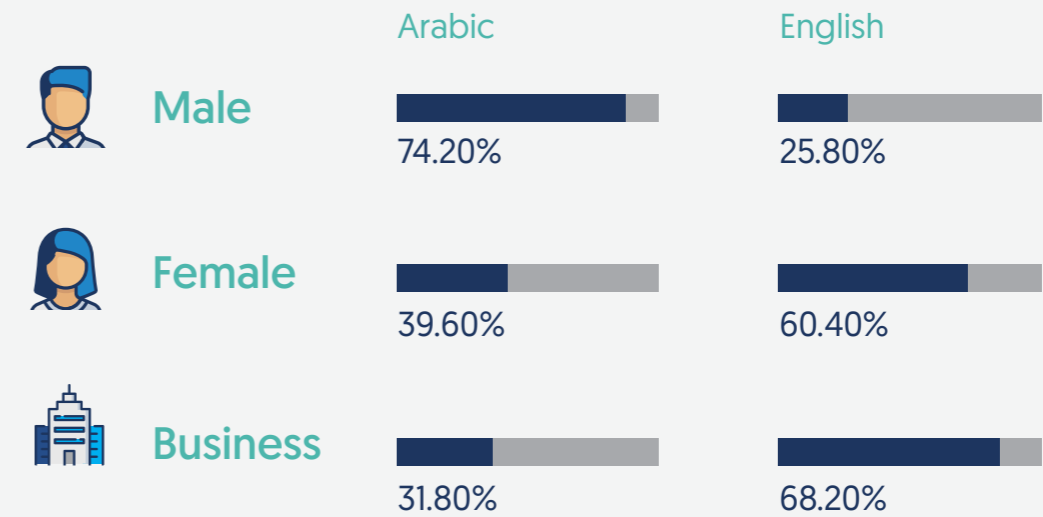
Where did the highest gender participation come from?

Business accounts in the UAE were leading the activity when compared to business accounts in Saudi Arabia and Egypt, which dominated over the males' and females' buzz.

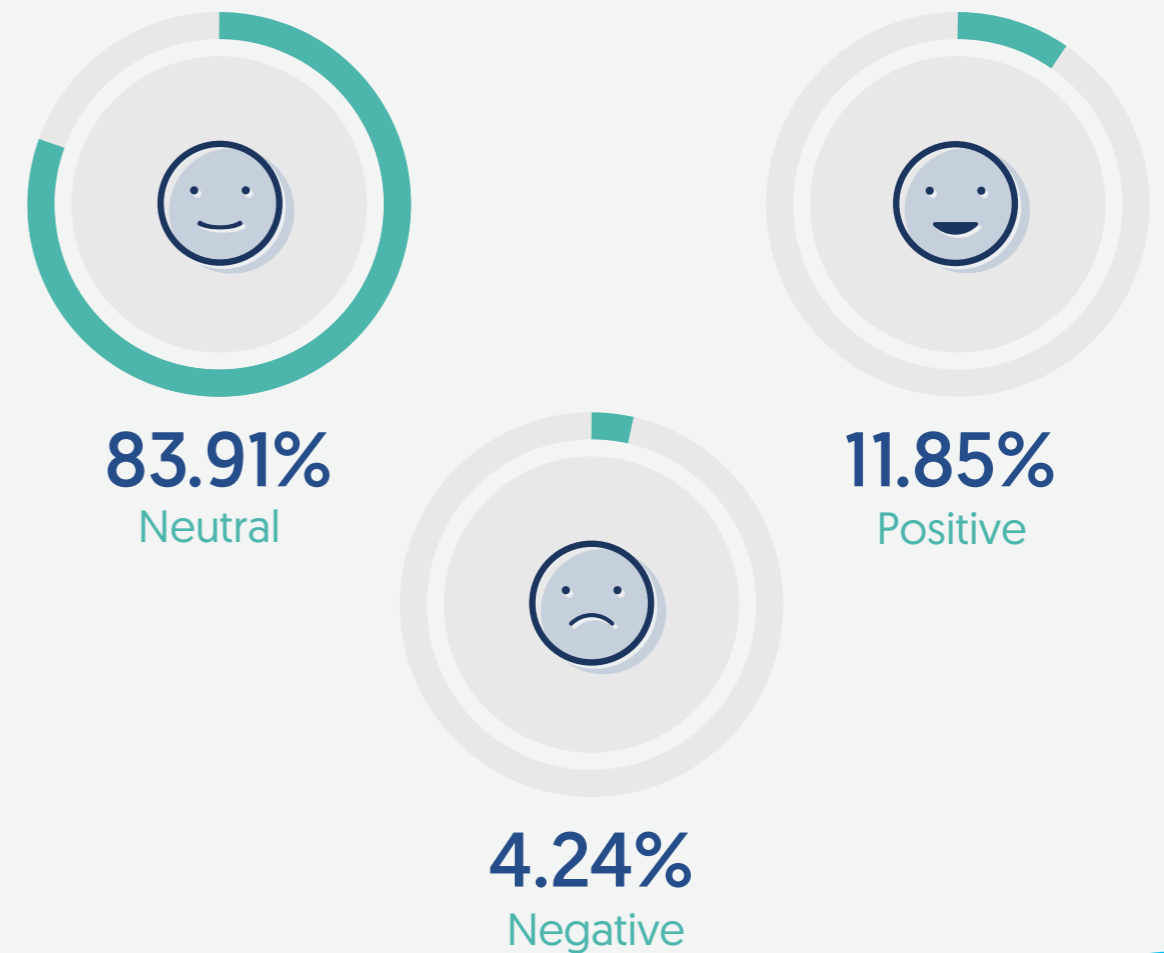


Which language did users prefer to use?

Male users preferred to use Arabic in their content. While female users and business accounts preferred to use English.






Sentiment Analysis





Gender domination over sentiment

Business accounts, as usual, didn't express any sentiment in their content. Males participated the most in the positive and negative buzz, but came second after business accounts in the neutral buzz.

	Neutral	Positive	Negative
	45.50%	82.70%	87.40%
	7.50%	17.30%	12.60%
	47%		

Which language was used to express each sentiment?

Arabic was dominant across all sentiments. Complaints were remarkably higher in Arabic.

	Neutral	Positive	Negative
 Arabic	54.50%	57.90%	74.90%
 English	45.50%	42.10%	25.10%

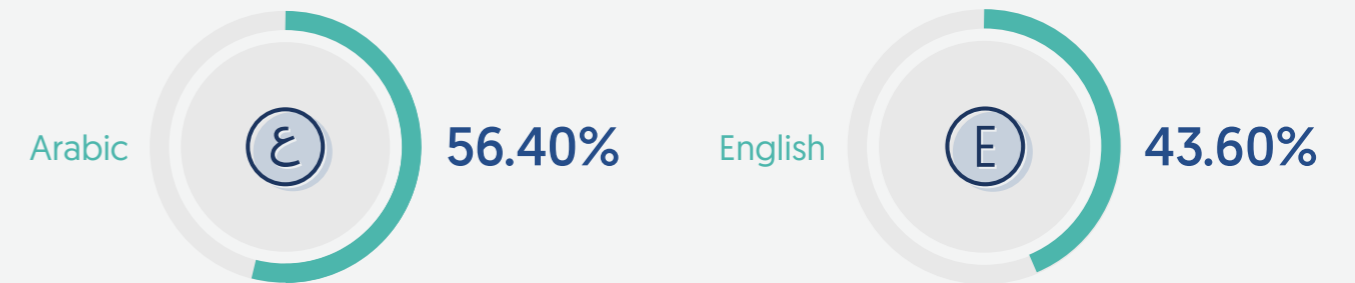
Countries contribution to sentiment

Saudi Arabia was leading in all sentiments. Egypt was the second highest contributor, except in the neutral buzz, where it was replaced by the UAE. The assumption is that business accounts located in the UAE were very active, raising the percentage of the country's participation.

				
 Positive	47.04%	14.06%	9.76%	6.24%
 Neutral	37.95%	11.10%	17.08%	4.58%
 Negative	46.29%	15.73%	10.42%	5.63%




Analyzing by language

Although Arabic is often the dominant language, only a little more than half of the automotive buzz was in Arabic, leading to the assumption that perhaps it is easier to discuss cars in English.






User distribution over language

Males were the most active users in both languages' buzzes. Males owned the vast majority of Arabic content with 82% of the buzz, while they only composed 45.8% of the English content.

	Arabic	English
 Male	82.30%	45.80%
 Female	6.8%	16.80%
 Business	10.90%	37.40%

How was each language used to express sentiment?

The majority of the whole buzz was neutral, then positive. And lastly negative.

	Arabic	English
 Neutral	78.91%	83.90%
 Positive	14.10%	13.10%
 Negative	6.99%	3.00%





Hossam Sultan

Social Media Director
1000heads

The past year has been interesting for tech giants at Silicon Valley, especially Facebook. We saw multiple security and privacy failures at Facebook throughout the year, leading to GDPR being implemented across the EU last April. Not as loud, but definitely as shocking, Google and Mastercard struck a secret deal allowing advertisers to track whether their online ads led to a sale at a physical store in the U.S. Online platforms, especially social networks, are starting to tighten their security more than ever, quickly scrapping detailed targeting privileges advertisers once benefited from.

All of the above had an impact on the user's behaviour and culture online. In 2019, we are likely to witness more changes taking effect and impacting the decisions marketers make. Users have already started migrating to private messaging and channels to view and share content, and they will continue to do so in 2019. Entertaining content will become essential to keep user's attention on public platforms. This might not keep them engaged, as we are seeing passive content consumption on social platforms. Users are engaging with content at much lower rates than before, however, entertaining content is likely to gain their attention long enough. ASMR videos viewership are through the roof. Reason? Pure entertainment.

That being said, it would be a surprise if ads on messaging platforms generate substantial results provided the quality of the ads and promotional content remains unchanged. Think of it this way, users are running away from pure promotional content. Changing where you place your ad alone is not going to cut it in 2019.

Social networks are likely to make more effort in 2019 to work closely with agencies. This should compensate for the limited data on users, strengthening this relationship will build more trust between social networks and brands, through agencies.

Finally, mobile gaming will continue to grow as smartphone users grow. Forbes suggests there are over 2.1 billion mobile gamers worldwide. According to research conducted by AdColony and On Device Research, the average play time in the UAE, KSA and Egypt among mobile gamers is between 10-40 mins per day. As a result competing with screen time across all social networks collectively which is an average of 3:08 hours per day in the MEA region.

To conclude, brands are not only competing with one another, but they are also competing with other mobile sources of entertainment. Entertainment first content should be the winner in 2019.

CELEBRATING



years

THE LEADING COMMUNICATIONS CONSULTANCY IN MENA

Proudly celebrating our 35th anniversary in 2019, APCO Worldwide's story in the Middle East began to unfold in 2006. Today, our 200+ employees and four offices are a testament to our rising growth and commitment to the MENA region.

APCO
worldwide®

celebrating
35
years

Finance in the Middle East.



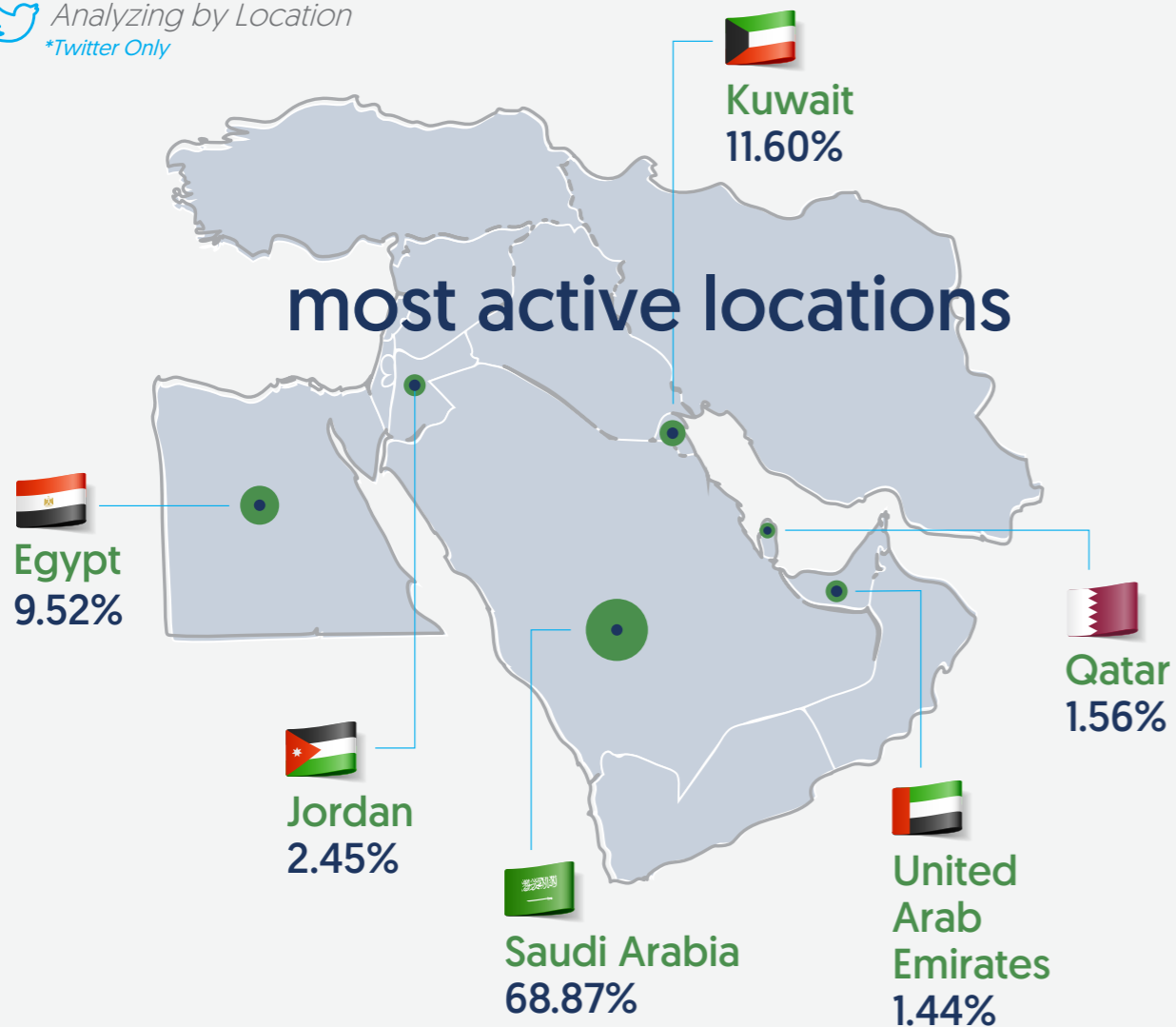
This section is based on the analysis of the financial sector in the MENA region in 2018, including location analysis of the top two countries, Saudi Arabia and Kuwait.

- Monitored period**
10 months
- Monitored countries**
MENA region
- Monitored platforms**
This analysis is based on monitored queries targeting the MENA region on Twitter, Facebook, Instagram, Blogs, Forums, and News

Queries covering the below topics

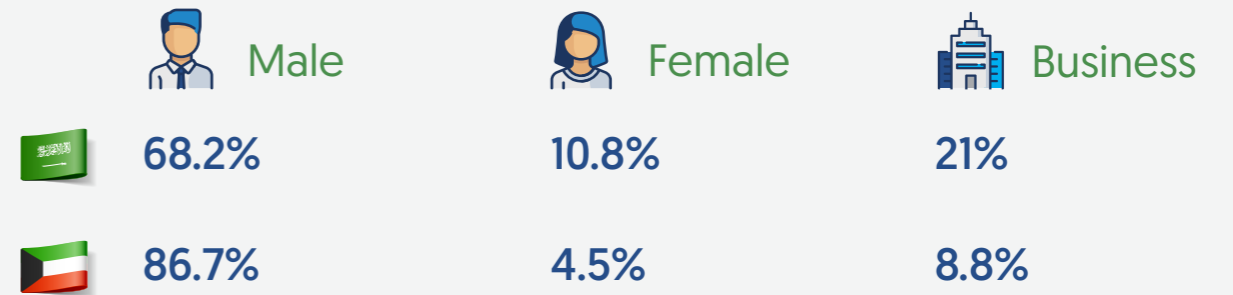
- Credit Card (AR&EN)
- Savings Account
- Life Insurance
- Wealth Management
- Auto/Car/ Motor Insurance
- Travel Insurance
- Bank Accounts
- Health/Medical Insurance
- Loans (AR&EN)

Analyzing by Location
*Twitter Only



Gender Participation in Saudi Arabia and Kuwait

Males were the most dominant and most active users in the finance industry in the Middle East in 2018, followed by business accounts, then females.



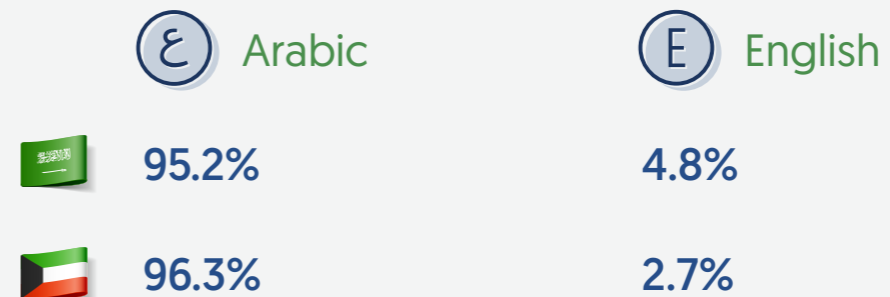
What sentiment did users in each country express?

Neutrality constantly dominates the sentiment of online content unless a crisis occurs. Meanwhile, the Kuwaitis expressed more negative content than positive, while Saudis seemed happier with their financial industry.



Which language did each country's citizens prefer?

Both countries are known to prefer using their mother tongue when crafting and engaging with online content. Hence, the vast majority of content was in Arabic.



What topics in the financial industry were users in Kuwait and Saudi Arabia most concerned about?

Most talked about topics

Most of the online users in Kuwait and Saudi Arabia are interested in loans, as it was the most mentioned and engaging finance-related topic.



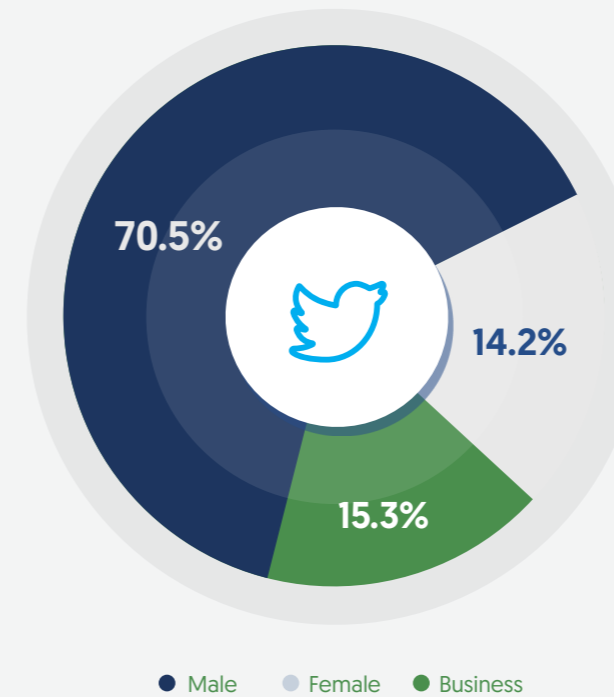
Most talked about topics excluding "Loans"

Since the topic of loans was dominating, we excluded it, to give you a clear insight about online users' interests.



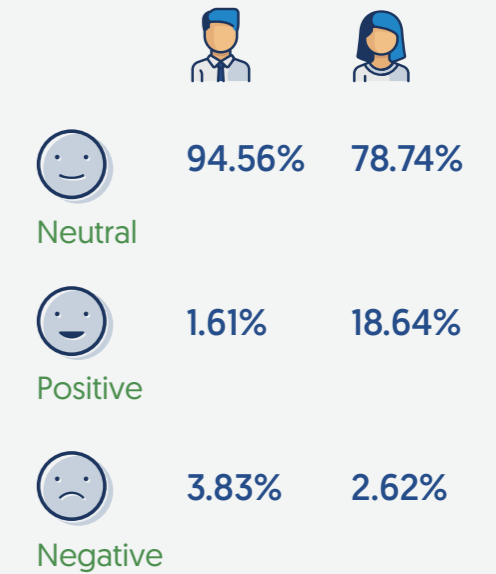
Users' Demographic Analysis

Twitter Only



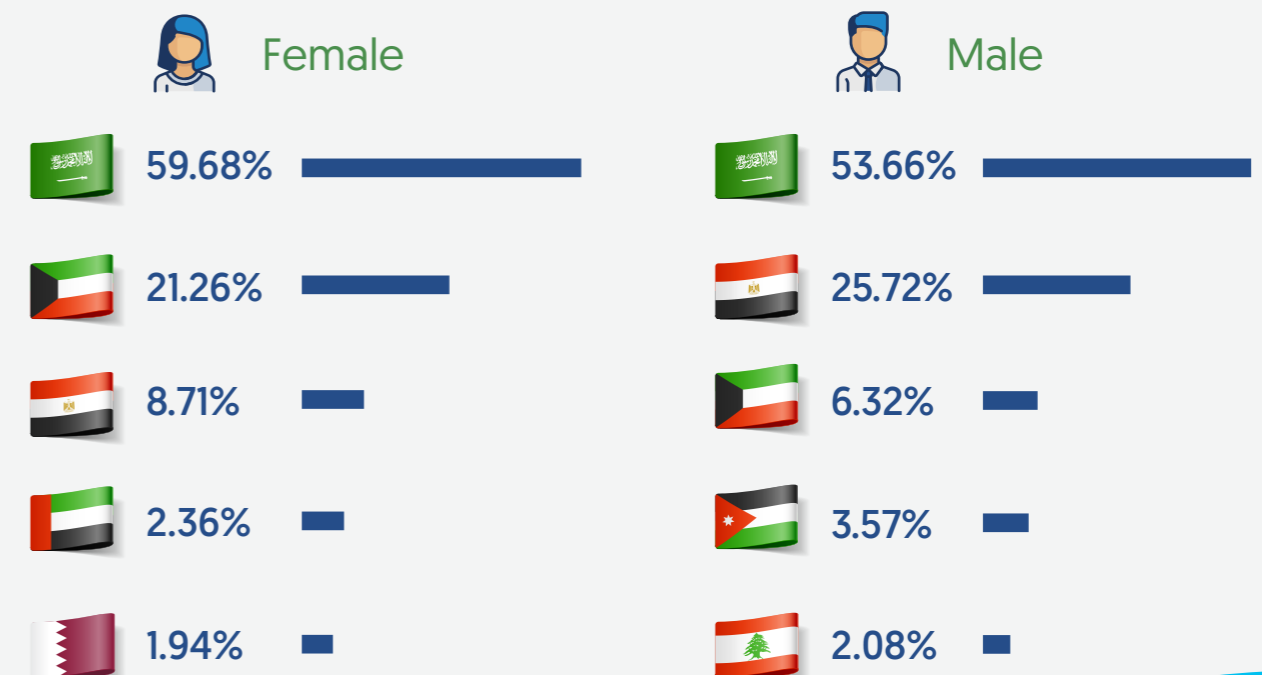
What did different genders express?

Neutrality dominated the financial sectors, yet females showed more satisfaction with the financial industry than males did.



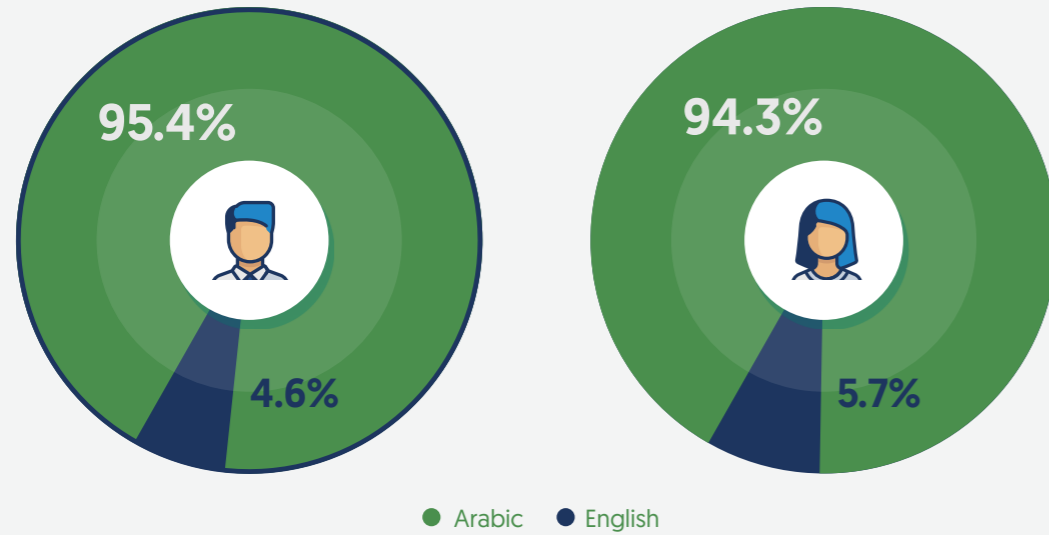
Where did the highest gender participation come from?

Saudi Arabia is one of the most active countries on Twitter. Hence, it often ranks first in online activities and interactions.



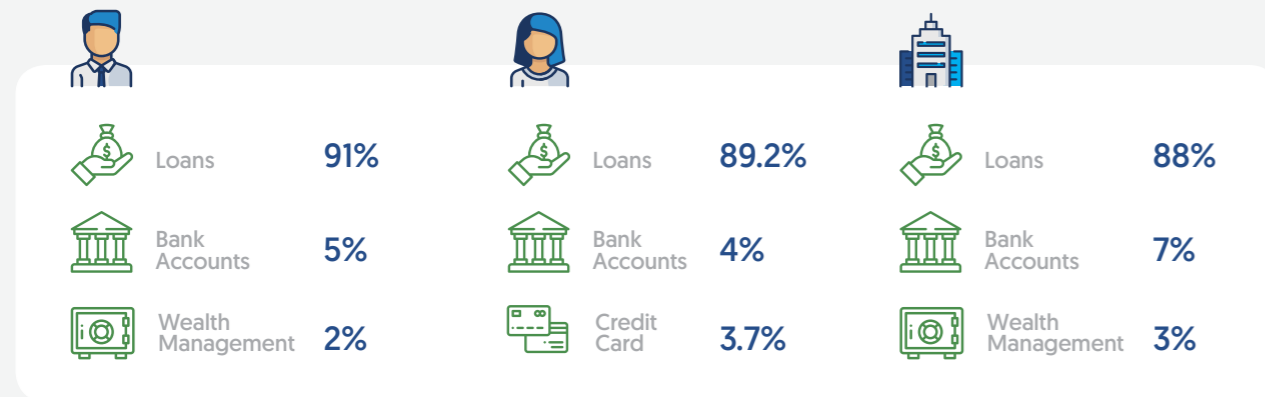
Which language did users prefer to use?

Since Saudi Arabia, Kuwait, and Egypt were the most active countries, it is only expected for both males and females to use Arabic. These countries prefer tweeting and engaging in Arabic.

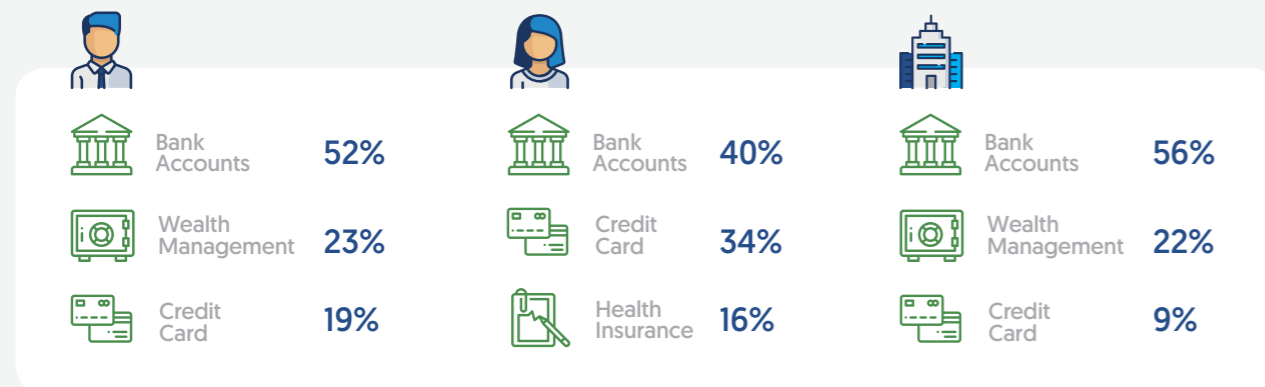


Top 3 topics discussed by males, females, and business accounts

Loans were the most talked about topic in the financial industry. It seems that even businesses are doing a great job at meeting common interests and emphasizing on loans in their own content too.



Excluding loans It is a very important to know the interest of online users aside from the dominating topic, loans.



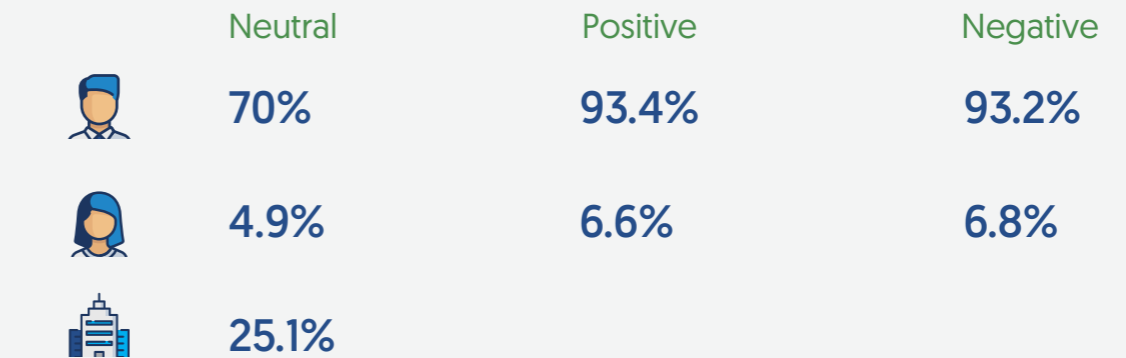
Sentiment Analysis

Neutral was the dominating sentiment, followed by negative then positive content.



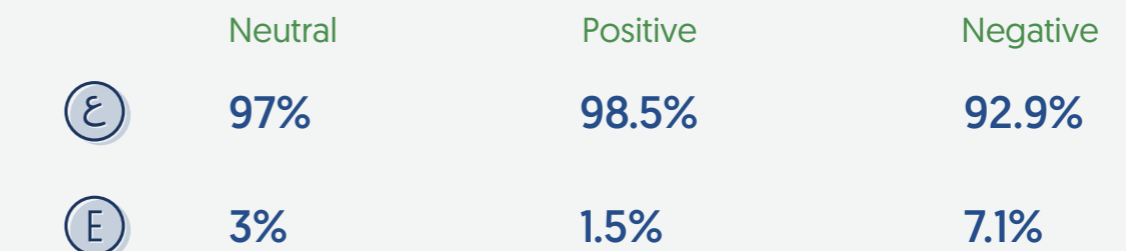
Gender domination over sentiment

Business accounts usually generate a majority of neutral content. Aside from that, males were the major contributors to all sentiments. However, females contributed more to sentimental content than neutral content.



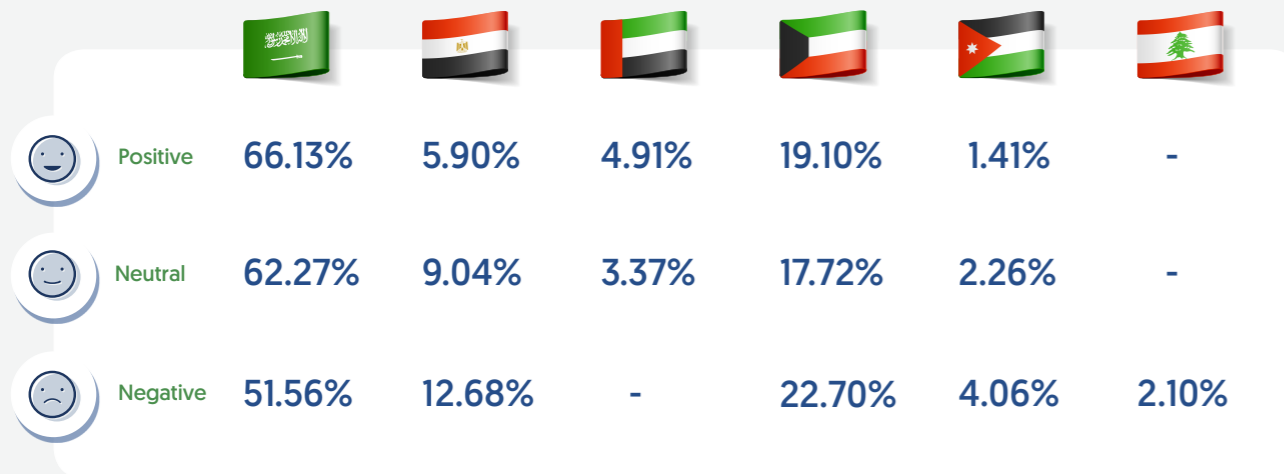
Which language was used to express each sentiment?

Arabic was the most used language to express all sentiments. English, however, composed more of the negative content than Arabic or neutral content.



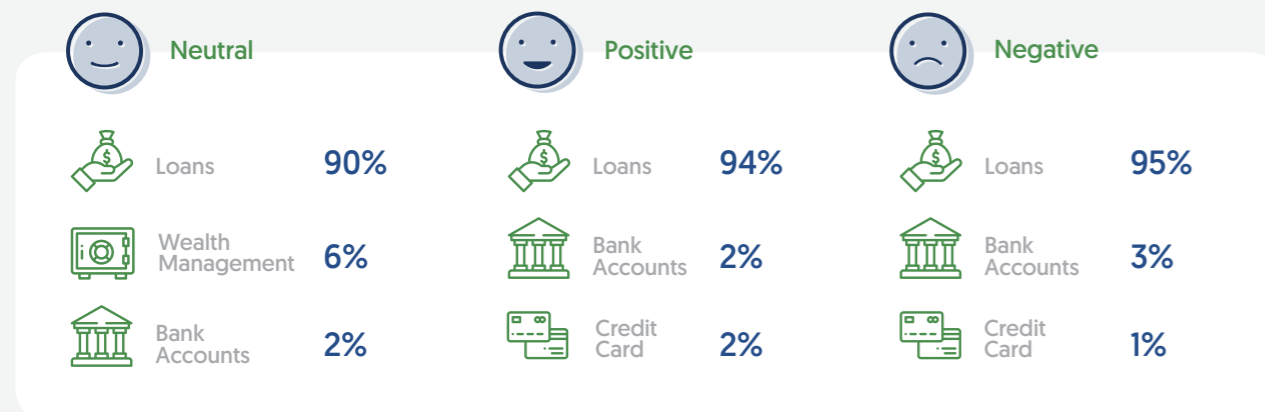
Countries contribution to sentiment

Saudi Arabia contributed the most to all sentimental and neutral content.



Top topics in each sentiment

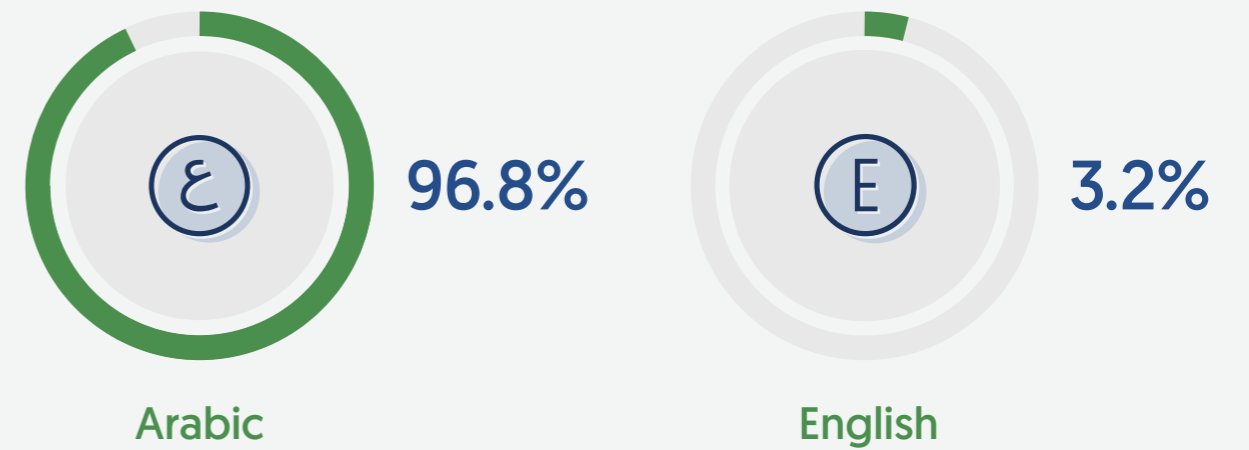
The fact that loans were the most talked about topic, doesn't necessarily make it a positive thing. It is actually the highest generator of negative content as well.



Excluding loans People showed more sentiment when discussing bank accounts as well as when discussing credit cards. Neutral content was mostly focused on wealth management.

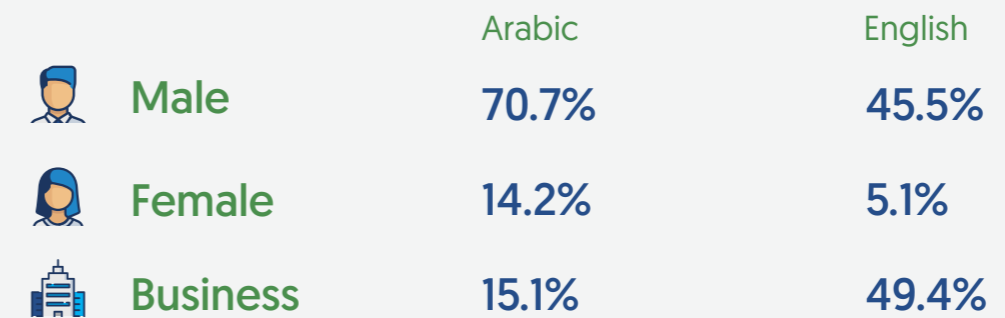


Analyzing by Language



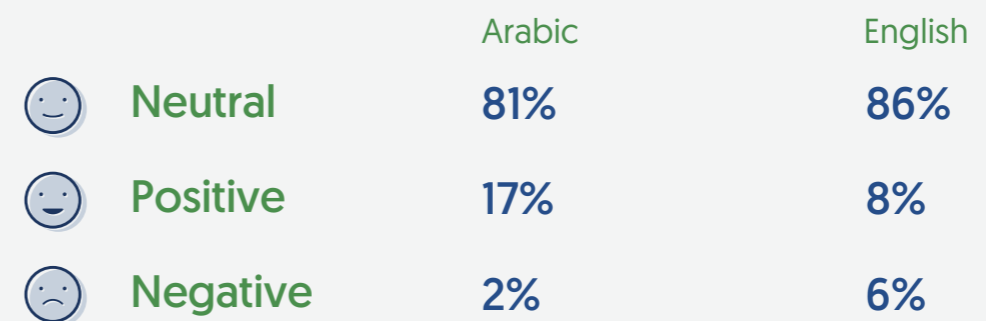
User distribution over language

Here's the breakdown of who interacted with financial content in every language. Business accounts contributed more to English content.



How was each language used to express sentiment?

Were users more comfortable expressing their sentiment in one language more than the other? For the financial industry, more positive content was published in Arabic than in English.



Top discussed topics in each language

It seems like online users who like to publish English content were less interested in loans, and more interested in wealth management.

ع Arabic



Loans

96.3%



Bank Account

2%



Credit Card

0.14%

E English



Wealth Management

68%



Loans

12%



Credit Card

9%

Further Analysis

Most Discussed Topics (Share of voice)



Loans

90%



Bank Accounts

2%



Wealth Management

5%



Credit Card

1%

Excluding loans



Wealth Management

57%



Credit Card

8%



Bank Accounts

22%



Savings Account

5%

Top Users Posts Twitter

joj
@vi_joj

Follow

#1

اخوي مهندس ميكانيكي عاطل من اربع سنوات وجرب مشاريع كثيره وقدر الله مانج فيها ،اضطر ياخذ قرض ويبدأ بمشروع جديد (كوفي) وحببت افاجاه بدعم بمساعدتكم وفزعتكم وافرحه واليوم كان الإفتتاح ✨ بمدينة جده حي الحمدانية

Translate Tweet

11:00 PM - 23 Aug 2018

23,679 Retweets 15,132 Likes

2.1K
24K
15K

1.5K

2.1K

24K

A user is trying to get traffic to her brother's cafe, which he financed through a loan.

Top Users Posts Twitter



#2



Muna AbuSulayman منى @abusulayman

Follow

أكبر غلط القروض لإحياء حفلات الزواج و الذهاب ل
#شهر العسل... الناس تنبسط كم ساعة و انت تدفع
ربع مرتبك سنين.. لازم نرجع البساطة فى
الاحتفالات ..و إذا فى فلوس للاحتفال اعطيها
العرسان بطريقة استثمار أو عقار، عيب الفرغ الف
ليلة و ليلة و العرسان يرجعون على شقة ايجار

Translate Tweet

3:26 AM - 3 Jan 2018

4,321 Retweets
2,743 Likes

447
4.3K
2.7K

Tweet your reply



HusseinAlshiekh حسين الشيخ @HusseinAlshiekh · 7 Jan 2018

@abusulayman

بالفعل هذا الصحيح ولابد للعروس مساعدة عريستها فى ذلك فعليها يقع العائق الأكبر
خصوصا مع وجود صديقات يحضنها على التبذير وإن على حساب الاستدانة.

Translate Tweet

3



Abu Khaldun Albulay ابو خالد القحم البلوي @d13741374 · 3 Jan 2018

@abusulayman

نعم هذا الخطأ الفادح والمصيبة الأكبر أنها لدى محدودى الدخل اكثر،مجتمعتنا يحتاج إعادة
صياغة لثقافتنا تبدأ من : (مدارسنا، منابرالجمع، منتدياتنا) وعلى الاعلام ان يبرز بعض
الحفلات المبسطة ويناقش ايجابياتها مقارنة بسلبيات حفلات "البذخ، والرياء".

Translate Tweet

2.7K

447

4.3K

The Saudi public figure Muna Abu Sulayman speaking against taking loans to finance huge wedding parties and honeymoons.

Top Users Posts Twitter



#3



Khaled Bahah خالد بحاح @KhaledBahah

Follow

3/3 تقديم قروض أو هبات سيؤجل الإنهيار، لكن لن
ينهيه.
فالأدوات التي أنتجت هذا الحال ستعيدنا إليه،
حاجتنا لسلطة دولة وطنية مَبْتَكِرَة من رأس الهرم
الى أدناه، تفعل العجلة الاقتصادية والعسكرية
والسياسية قبل فوات الأوان.

اللهم ارزقنا قيادة راشدة، وحقها بالبطانة الصالحة.

#بحاح

Translate Tweet

1:07 PM - 18 Jan 2018

769 Retweets
2,434 Likes

277
769
2.4K

Tweet your reply



Abbas Al-Haleai عباس الضالحي @abbasaldhaleai · 18 Jan 2018

@KhaledBahah

جربناك
لاداعى للنصائح

Translate Tweet

29
54



Abu Zaid الملكي 2020 @2020_aboziad · 19 Jan 2018

@KhaledBahah

جربناك وطلع رجل شريف وصادق وخرجته لانه لا يمضى مع متطلباتكم يا سرق

Translate Tweet

2.4K

277

769

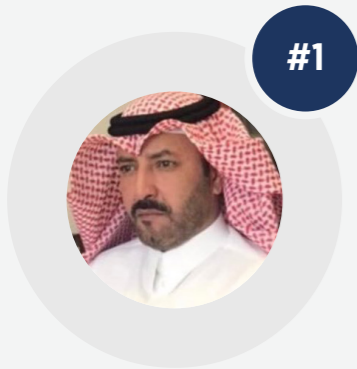
The Yemeni Vice President and Prime Minister comments on a newly applied law and gives tips to the government.

Top Interactive Influencers

Twitter

This is a list of the influencers who received the highest number of interactions on posts they published about finance.

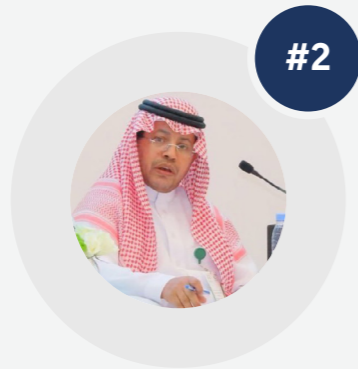
Males



#1

@askar1s

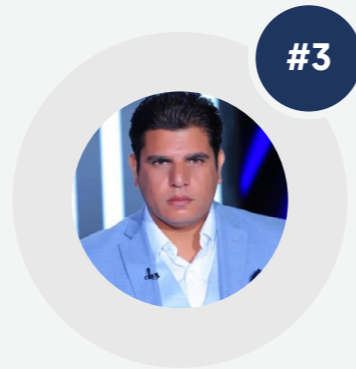
16.96K interactions



#2

@Dr_Alwathnani

9.94K interactions



#3

@salemzahran05

6.34K interactions



Top Interactive Influencers

Twitter

This is a list of the influencers who received the highest number of interactions on posts they published about finance.

Business



#1

@redfksa

12.28K interactions



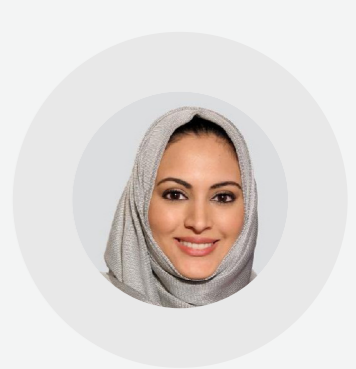
#2

@AjelNews24

5.47K interactions



Females



@abusulayman

7.92K interactions





Jonathan Poyser

Manager of Forensic Services-Global Intelligence, PWC

2018 was a year, especially in the Middle East, where people realized that social media can be the defining factor that allows their businesses to grow in terms of influencer marketing. I believe North America has already figured this out, but this year the Middle East saw a lot of people trying to capitalize on influencer marketing, especially with Instagram. I think 2018 was a year where Instagram really took off in Dubai and the Middle East. It was an influencer - centric scene.

The newest marketing trend I saw emerge was people with e-commerce stores utilizing social platforms and enabling users to purchase exactly what they saw – that for me was astonishing. This trend is definitely bringing a new level to e-commerce and Instagram marketing.

In 2019, I think we're going to see more influencers emerge, especially in MENA. I think we'll see a lot more people and e-commerce stores actually utilizing social platforms and enabling users to click on the items they like and be transferred to their website and enabling them to make the purchase instantly.

What I believe will keep rising in 2019 is brands will lean towards influencer marketing being their primary marketing tool as opposed to traditional media sources. I definitely see brands dispersing their budget differently for 2019 and even into 2020, instead of the traditional 20% spend on Instagram marketing I think we're going to see it go up to about 40% on Instagram marketing, social media marketing and Facebook marketing.

The reason why I always talk about Instagram is that I feel that it is the go- to place for businesses for sales. Twitter is great for expressing yourself, Snapchat is good for you to show people what you're doing. Facebook and Instagram though, ever since the two merged, it's has been non-stop year after year for development and it getting good.



Mohamed Enaba

Radio Jockey and TV Presenter at Abu Dhabi channel

On Influencers in the Middle East

It's quite an interesting field. Influencer marketing has been rising in the region, and there's so much to learn and understand about it. Every time I sit with a brand or a company that wants to use influencers to reach more of their prospects, I notice many loopholes in the understanding and evaluation of influencers. Some companies are unaware of the importance of micro-influencers. I am shocked to know that many still qualify as an influencer with the number of their followers rather than the authenticity of this number.

Although social media platforms are trying to verify the follower bases for public pages, many still buy followers. To me, it's quite simple, if you can relate a social media influencer to one industry, and label what they do, then you've landed on an influencer.

Social Media in 2018, posts vs. stories

We noticed in 2018 that stories lead the hype over posts. Even when companies use influencers to promote their services and products, they ask for stories rather than posts. Although they are less interactive, the online audience related more to stories and feel like they're part of a series they're getting attached to.

What to expect in 2019?

People will need to work harder to maintain the quality of visual content. It's a fact that smartphones are getting more advanced, allowing users to watch series and stories with very clear screens. This challenge must urge influencers to spend more time on their content to provide viewers with the best quality they expect.

Media in the Middle East.

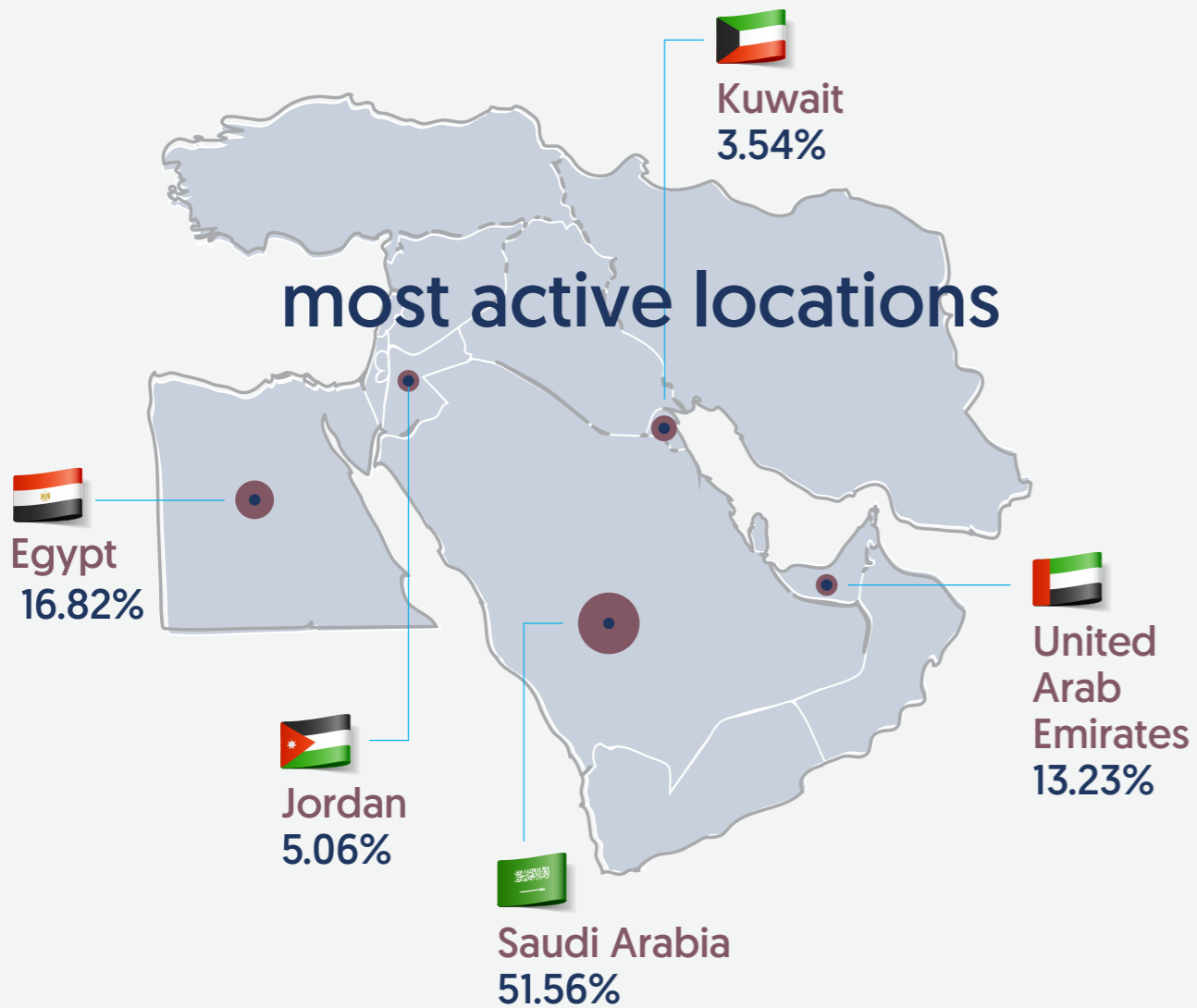


Monitored platforms
This analysis is based on monitoring queries on Twitter, Facebook, Instagram, Blogs, Forums, and News websites in addition to Facebook, and Twitter social accounts.

Monitored period
10 months

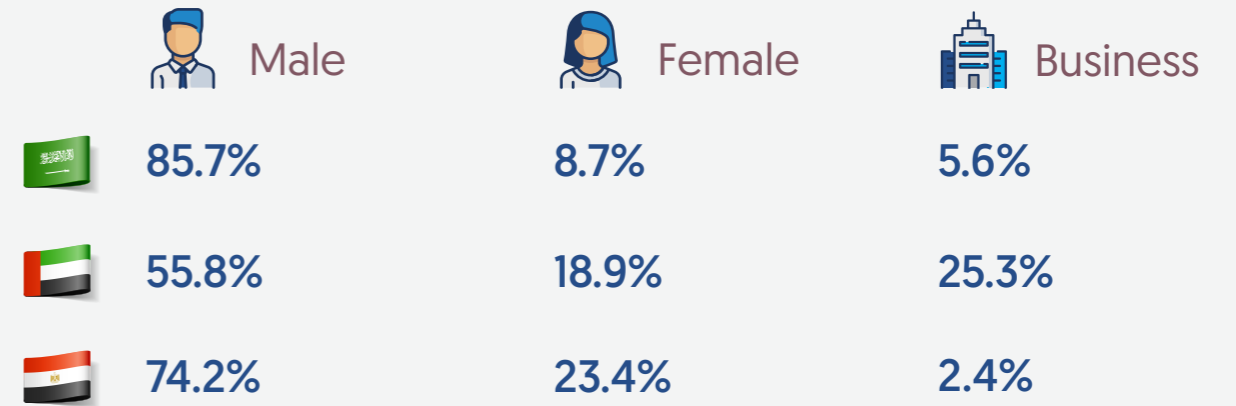
Monitored countries
MENA region

Analyzing by Location
**Twitter Only*



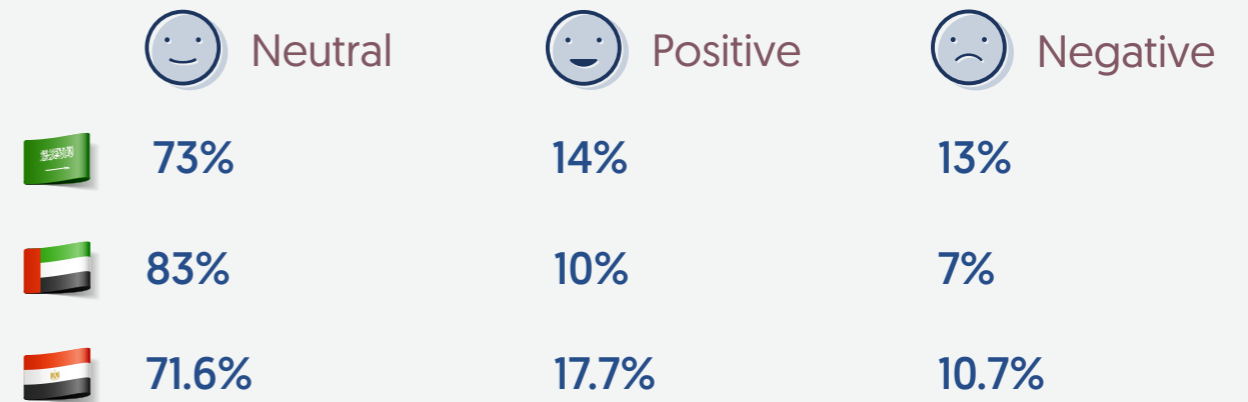
Gender Participation in Saudi Arabia, Egypt and the UAE

Male users composed most of the content published across the three countries. Business accounts had an exceptionally high share in the UAE compared to Saudi Arabia and Egypt.



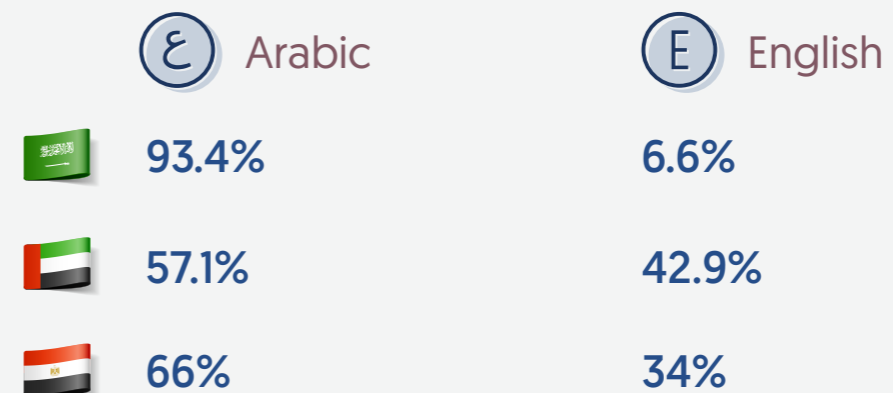
Which sentiment did users in each country express?

The neutral sentiment dominated over all of the content in the three monitored countries, followed by positive then negative sentiment.






Which language did each country's citizens prefer?

A huge majority of the content coming from Saudi Arabia was in Arabic. 66% of the content originating from Egypt was in Arabic, while 57.1% of the content coming from the UAE was in Arabic.








Which is more popular in each country? On-demand or TV channels?

On-demand media got the largest buzz in Saudi Arabia and the UAE. Egyptian users were more interested in posting about TV channels.

			
On-demand Media	96%	83%	43%
TV channels	4%	17%	57%

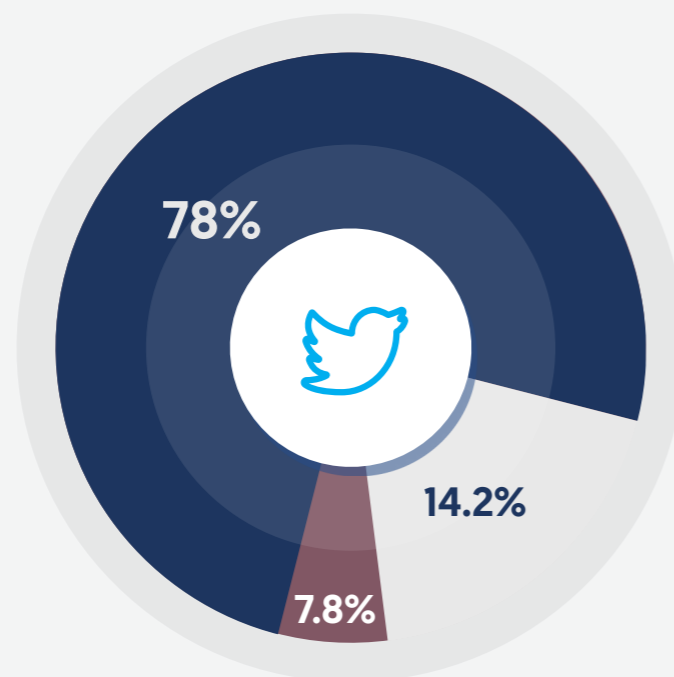
What did different genders express?

Males and females had the same attitude towards On-demand and TV channels, they both expressed mostly neutral sentiment, followed by positive then negative sentiment.

		
 Neutral	74.5%	72.1%
 Positive	13.7%	15.9%
 Negative	11.8%	12%








Users' Demographic Analysis Twitter Only

● Male ● Female ● Business



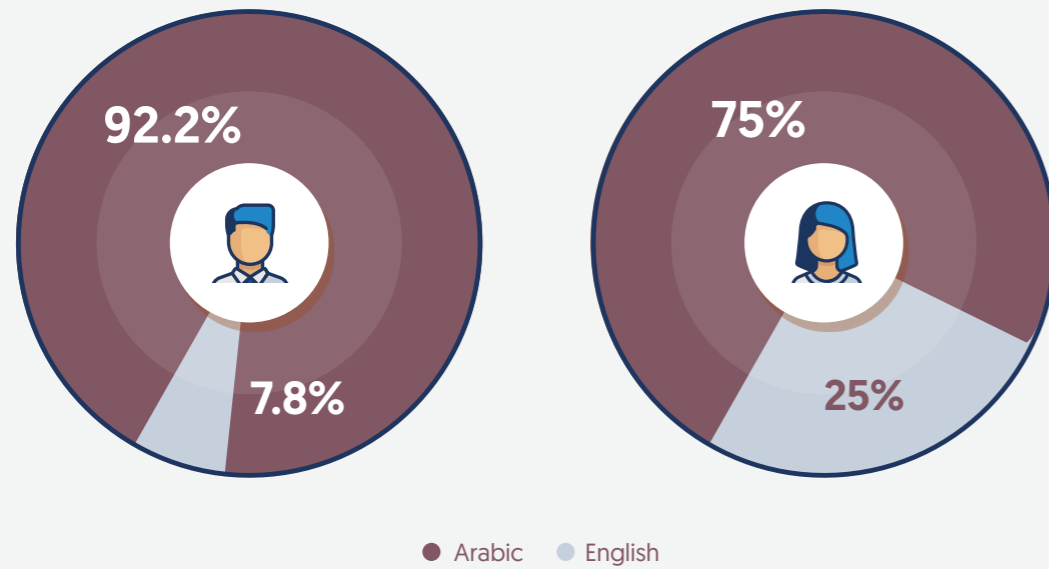
Where did the highest gender participation come from?

Saudi males were the most active among all male users in the region. Saudi and Egyptian females were very active, but none got the vast majority although Saudi women got the lead.

	 Male	 Female
	61.20%	32.08%
	17.08%	27.73%
	6.94%	12.08%
	4.12%	11.55%
	2.14%	4.32%

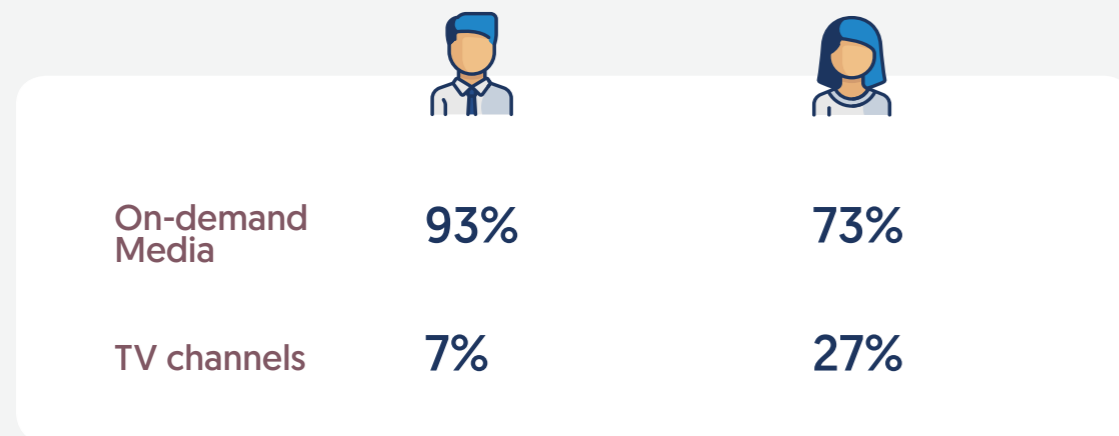
Which language did users prefer to use?

Males and females alike preferred posting in Arabic, except that English composed up to 25% of the females' buzz.



Genders' preference between On-demand and TV channels.

The percentage of males who were involved in conversations about On-demand media was much higher than the females'.



Sentiment Analysis

General (excluding retweets)



Gender domination over sentiment

Business accounts generated the majority of neutral content of neutral content. Aside from that, males were the major contributors to all sentiments. However, female contributions to sentimental content was slightly higher than their contribution to the neutral content.

	Neutral	Positive	Negative
Male	73.1%	82.3%	84.3%
Female	13.1%	17.7%	15.7%
Business	13.8%		

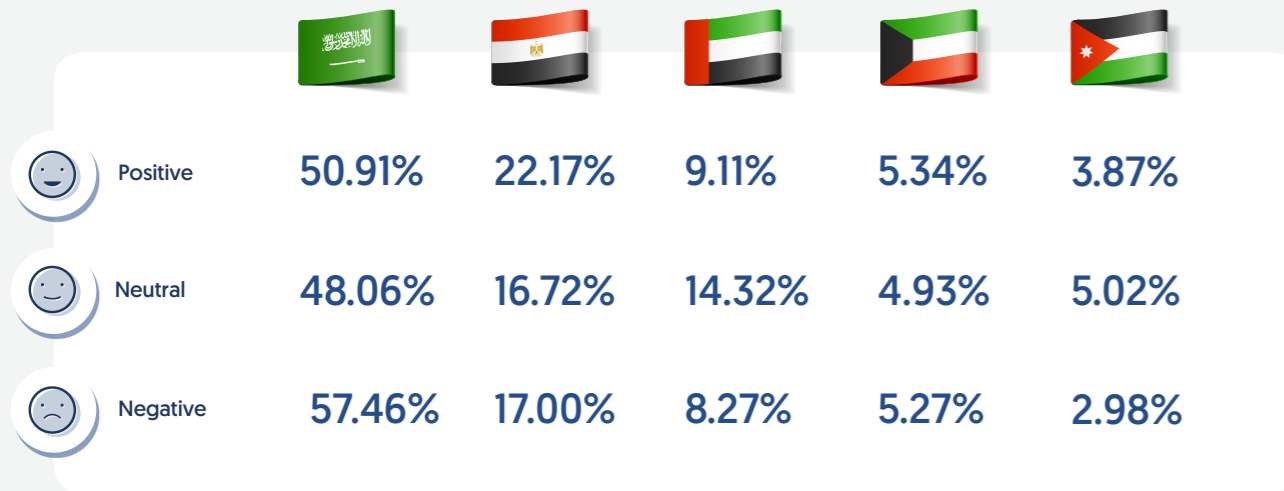
Which language was used to express each sentiment?

Fewer users used English to complain or express negative feedback than those who expressed positive or neutral sentiment.

	Neutral	Positive	Negative
Arabic (ع)	88%	86.5%	95.8%
English (E)	12%	13.5%	4.2%

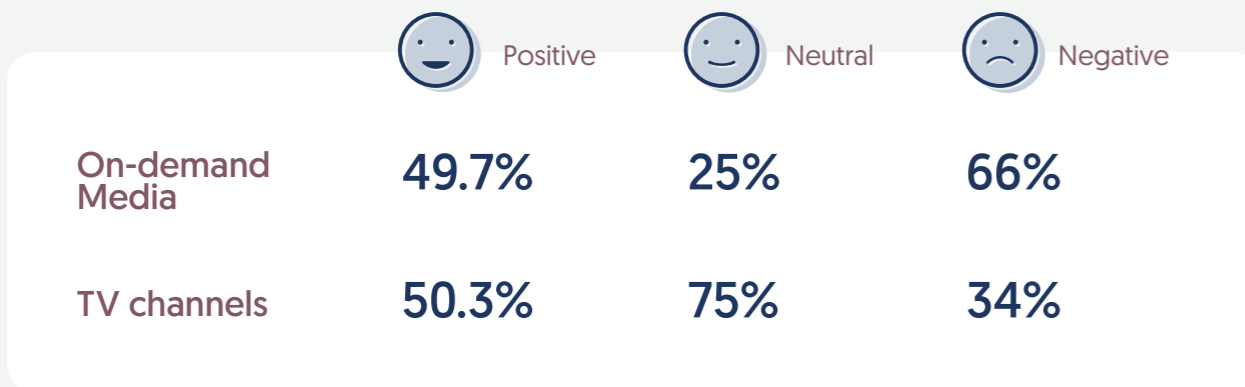
Countries' contribution to sentiment Twitter

Saudi users dominated content of all sentiments by composing around 50% of the positive, negative, and neutral content respectively.

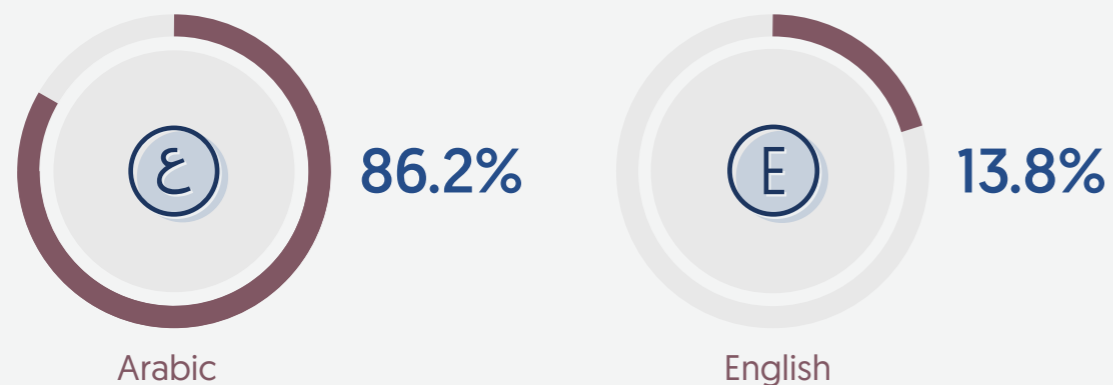


Distribution of sentiment over monitored subjects

Most of the negative content was about On-demand media. TV channels got the majority of content about positive and neutral content.

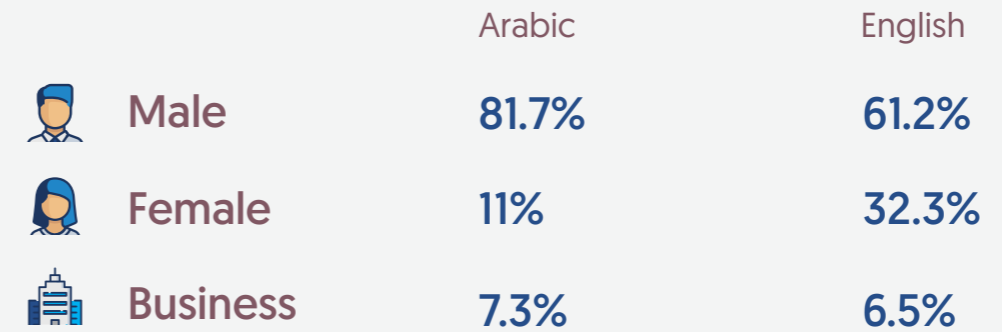


Analyzing by Language



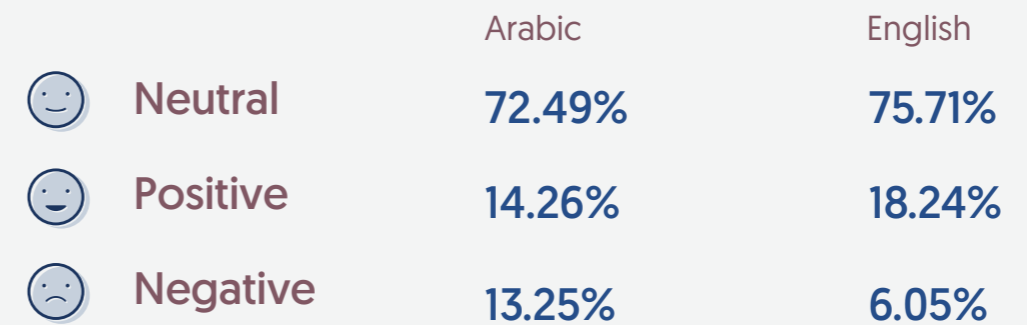
User distribution over language Twitter

Male users dominated all the content in both languages. Females' contribution to the English buzz was quite high compared to their contribution to the Arabic buzz.



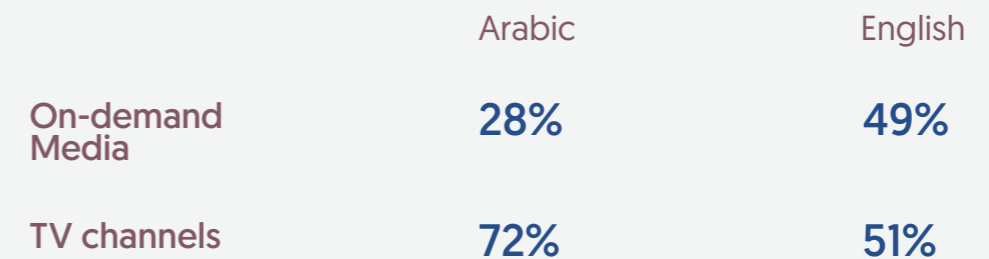
How was each language used to express sentiment?

Users were more comfortable to share their negative feedback in Arabic rather than English.



Language use for both types of media

TV channels had the highest percentage of Arabic and English content. However, users were more interested in talking about On-demand media in English representing an overall percentage of 49%.



Top 5 Countries per language Twitter

Saudi Arabia owned the majority of Arabic content, while the UAE owned the majority of English content. Meanwhile, Egypt was the second highest contributor to both.



Biggest buzz (Share of voice)

[Total Social Accounts and Queries]

In general, online users were more interested in posting about TV channels than On-demand media.



Most Active Facebook Accounts

By monitoring the Facebook accounts of some players in both segments, it turned out that pages of TV channels are way more active than those of On-demand media.



Most Active Twitter Accounts

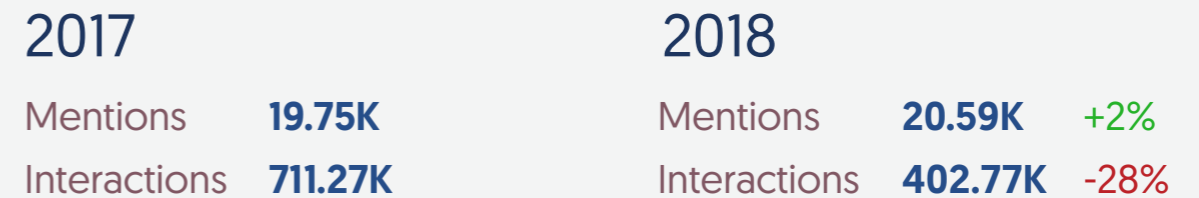
On the contrary, On-demand media pages were more active on twitter owning 72% of the buzz.



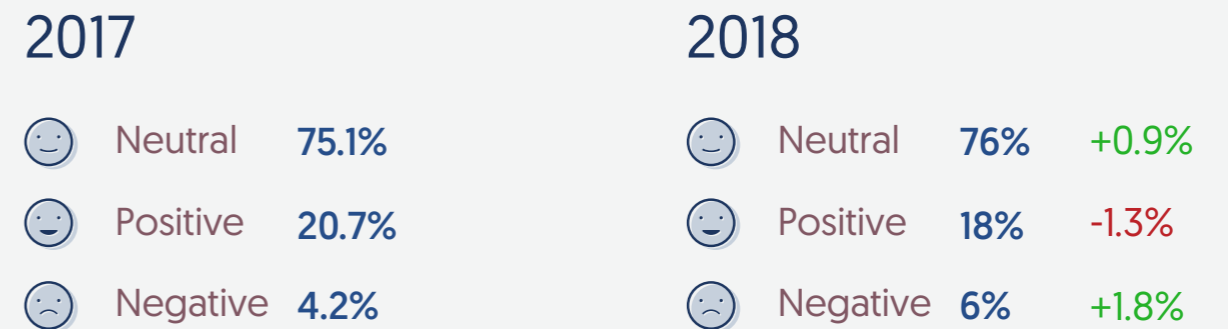
Further Analysis

DUBAI ONE 2017 VS 2018

Activity Total Queries + Facebook and Twitter Social Accounts



How were users feeling? Excluding retweets



Who was talking? Twitter



Where was the buzz from? Based on Twitter buzz in the MENA region

2017		2018		
	37.78%		37.26%	-0.52%
	19.20%		20.45%	+1.25%
	8.89%		9.19%	+0.3%
	5%		2.99%	+2.99%
	2.31%		2.39%	-2.6%

Dubai One Twitter Account

Activity

2017		2018		
Mentions	4.80K	Mentions	3.56K	-5%
Interactions	31.52K	Interactions	45.63K	+6%

Sentiment Excluding retweets

2017		2018		
Neutral	88.8%	Neutral	90.9%	+2.1%
Positive	8.6%	Positive	6.8%	-1.8%
Negative	2.6%	Negative	2.3%	-0.3%

Gender

2017		2018		
Male	37%	Male	43.4%	-6.4%
Female	25.3%	Female	48.9%	+23.6%
Business	37.7%	Business	7.6%	-30.1%

Top Countries MENA

2017		2018		
	55.83%		58.48%	+2.65%
	8.47%		2.62%	-1.84%
	5.56%		2.58%	-2.98%
	4.46%			
	3.25%			

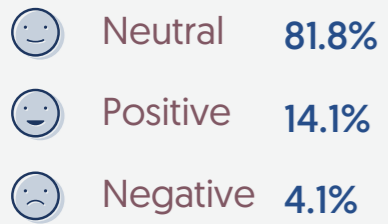
Facebook Social Account

Activity Total Queries + Facebook and Twitter Social Accounts

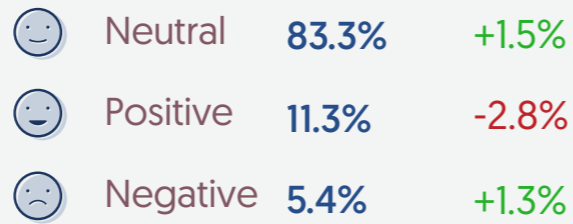
2017		2018		
Mentions	2.26K	Mentions	2.44K	+6.2%
Interactions	73.40K	Interactions	69.85K	-4.8%

Sentiment Excluding retweets

2017



2018

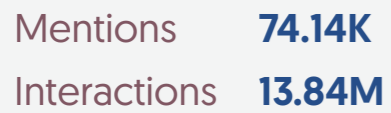


Further Analysis

On-demand Media VS TV channels

Activity Total Queries + Facebook and Twitter Social Accounts

TV Channels

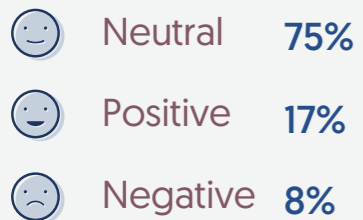


On-demand Media

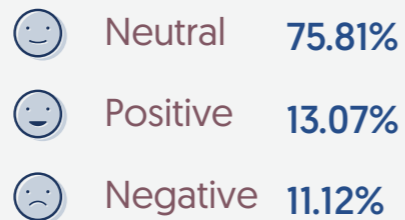


Sentiment Excluding retweets

TV Channels

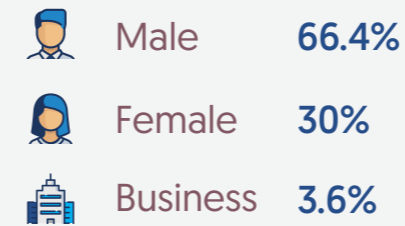


On-demand Media

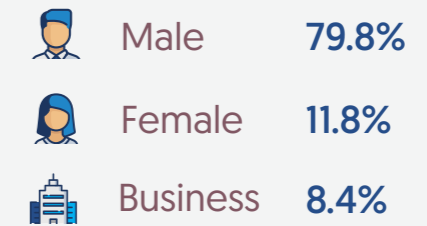


Gender

TV Channels



On-demand Media

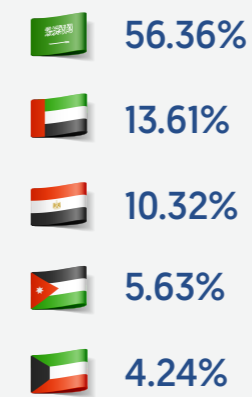


Top Locations Twitter and MENA

TV Channels



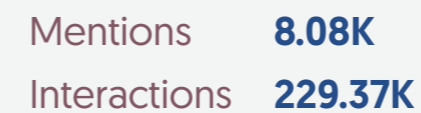
On-demand Media



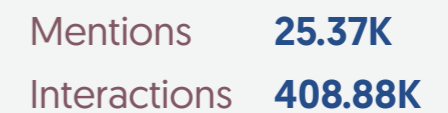
Twitter account

Activity

TV Channels

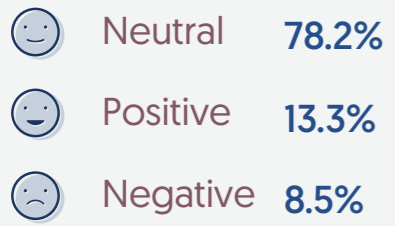


On-demand Media

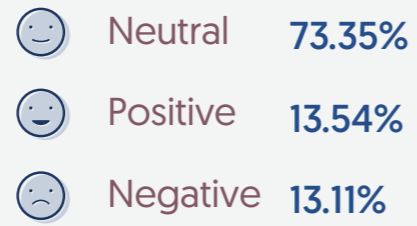


Sentiment Excluding retweets

TV Channels

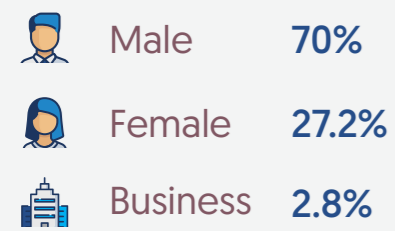


On-demand Media

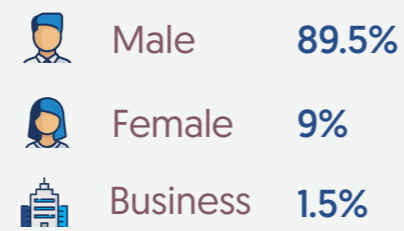


Gender

TV Channels

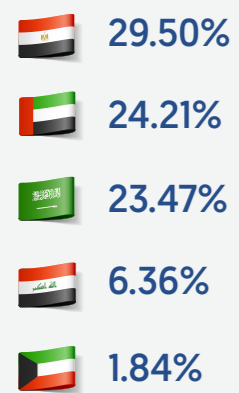


On-demand Media



Top Locations Twitter and MENA

TV Channels



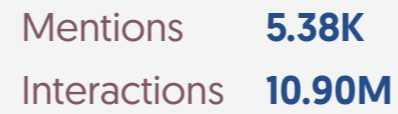
On-demand Media



Facebook social account

Activity

TV Channels

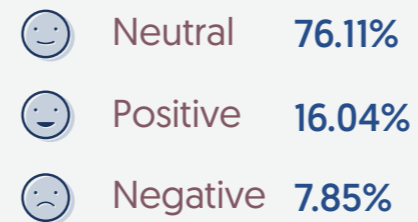


On-demand Media

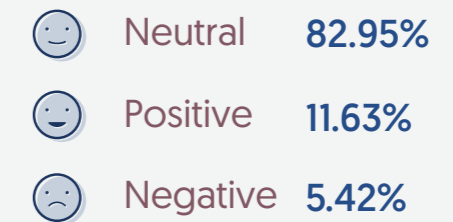


Sentiment

TV Channels



On-demand Media



Top Positive Post Twitter



ريما الأرسقراطيّه @reemasub

ما اخذ وقتي الا هالمسلسل يجنن يجنن اول مره اتابع شي كذا وادمن عليه لدرجه كل يوم احلم فيهم و بالاحداث اللي صارت وافكر فيهم كني معهم اشععل عاطفتي 🥰❤️❤️❤️ اسباني 13 حلقه على نتفليكس

NETFLIX
A NETFLIX ORIGINAL SERIES
MOROCCO

6:04 AM - 3 Jul 2018

162 Retweets 5,951 Likes

110 162 6.0K

6.0K
162
110

The user is expressing her fascination with a Spanish show called (Morocco) on Netflix.

Top Neutral Post Twitter



ثابت @ThbtY

"ثريد" ب أفضل 20 مسلسل على موقع نتفليكس ننصحك بمشاهدتها..

4:19 AM - 11 Jul 2018

2,283 Retweets 27,980 Likes

302 2.3K 28K

20 - مسلسل "Safe" عن أب يكشف أسرار غامضة عن الاشخاص المقربين له بعد أن بدأ بالبحث عن ابنته المفقوده , جميل جداً تخلصه بجلسه واحده

19 - مسلسل "La Mante" قصير من 6 حلقات عن قاتلة متسلسلة بعد 25 سنة من أعتقالها تعرض المساعدة في حل سلسلة من جرائم القتل التي يرتكبها مقلد لها.

18 53 1.1K

28K
2.3K
302

Special Mentions and Events

April 18th

3.41K
mentions

182.45K
interactions

The main conversation on this day was about a Netflix show "La Casa De Papel" aka "البروفيسور". A popular character "Berlin" passed away at the end of season 2, which had the fans taking their anger to Twitter.

On the same day it was announced that this character will be coming back on Season 3 in 2019.



Netflix MENA @NetflixMENA
أكبر عملية سرقة لم تنته بعد.
#البروفيسور الجزء الثالث يعرض في 2019 فقط على Netflix.

11:14 AM - 18 Apr 2018
5,961 Retweets 7,653 Likes

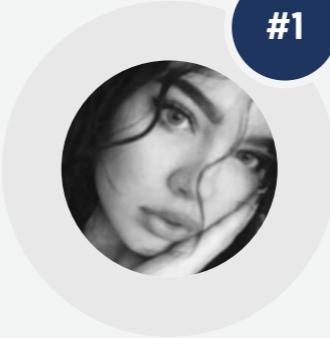



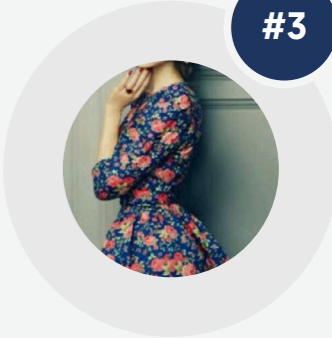

7.7K
6.0K
1.6K

Top Interactive Influencers

Twitter

This is a list of the influencers that received the highest number of interactions on posts they published about the media.

Females

 <p>#1</p> <p>@Cat_7777</p> <p>10.46K interactions</p> 	 <p>#2</p> <p>@ScoopWithRaya</p> <p>9.08K interactions</p> 	 <p>#3</p> <p>@Ghada1622</p> <p>8.37K interactions</p> 
--	--	--

Top Interactive Influencers

Twitter

This is a list of the influencers that received the highest number of interactions on posts they published about the media.

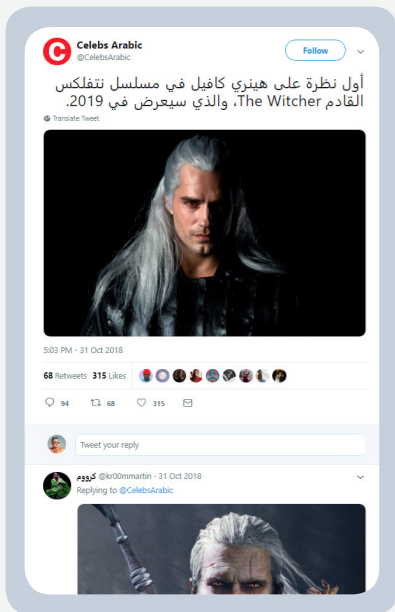
Business



#1

@celebsArabic

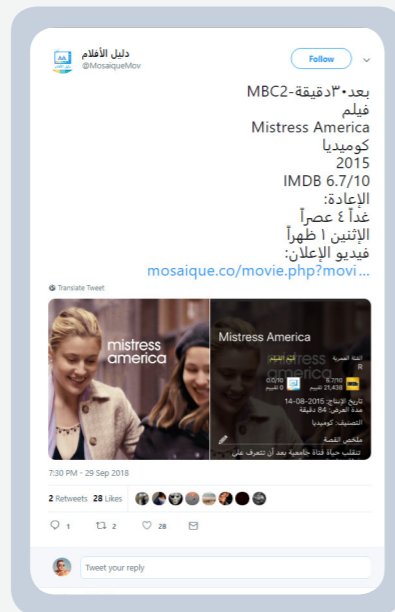
46.47K interactions



#2

@MosaïqueMov

41.47K interactions



#3

@CinemaGuide

38.96K interactions

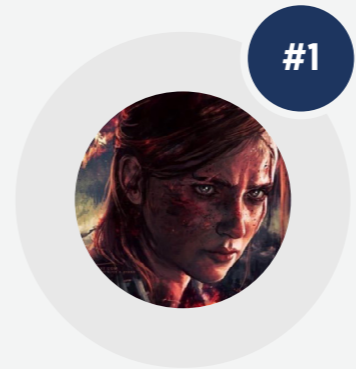


Top Interactive Influencers

Twitter

This is a list of the influencers that received the highest number of interactions on posts they published about the media.

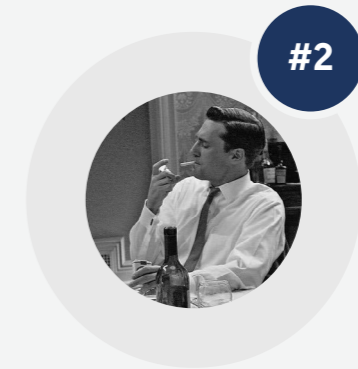
Males



#1

@Thbty

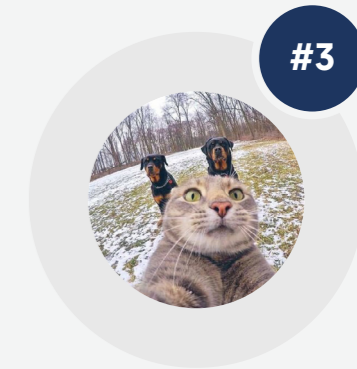
81.76K interactions



#2

@3bo9x1

54.22K interactions



#3

@brayan_brz

34.57K interactions



Fintech in the Middle East.



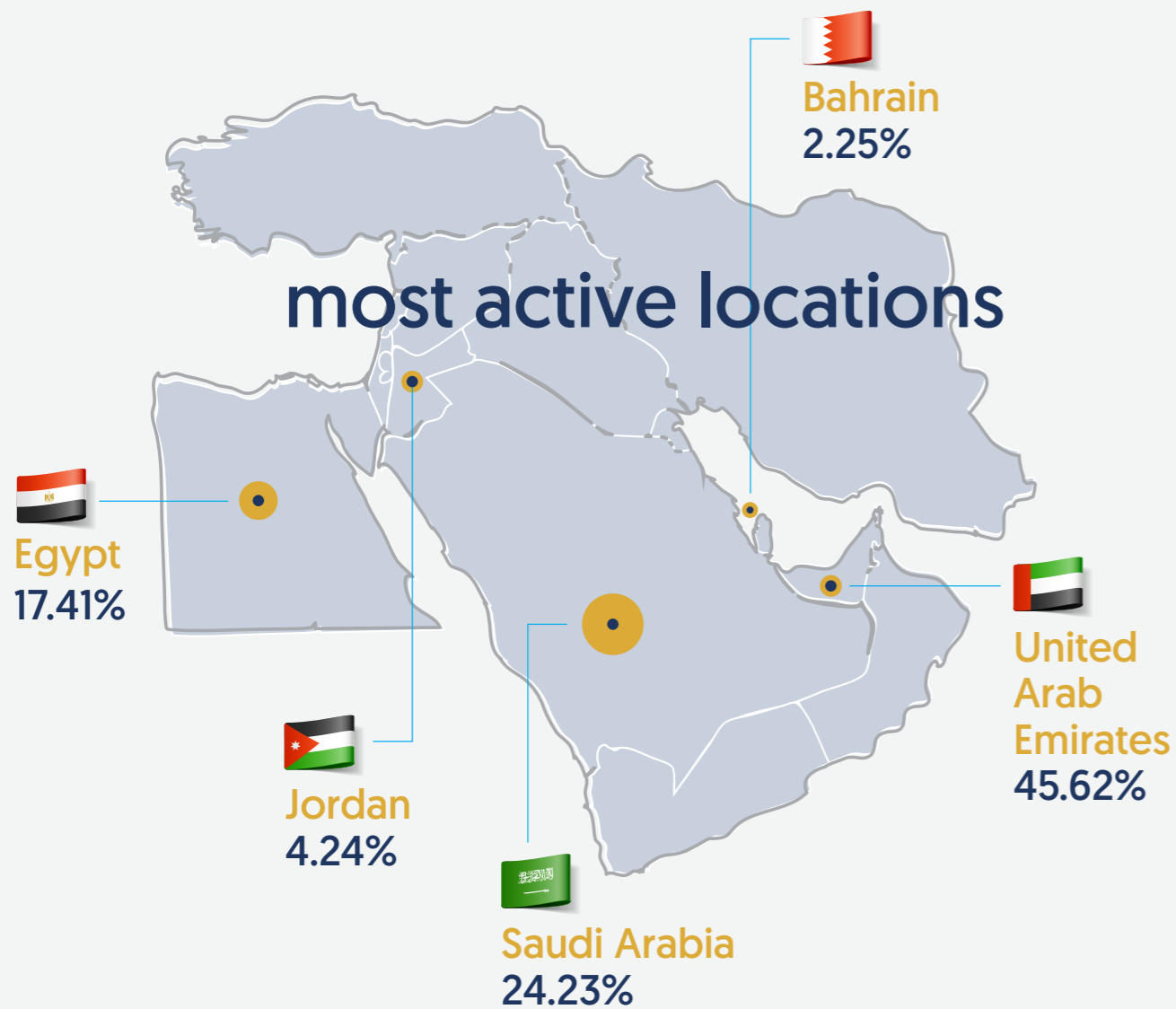
This section is based on the analysis of the Fintech conversations in the MENA region in 2018.

Monitored period
10 months

Monitored countries
MENA

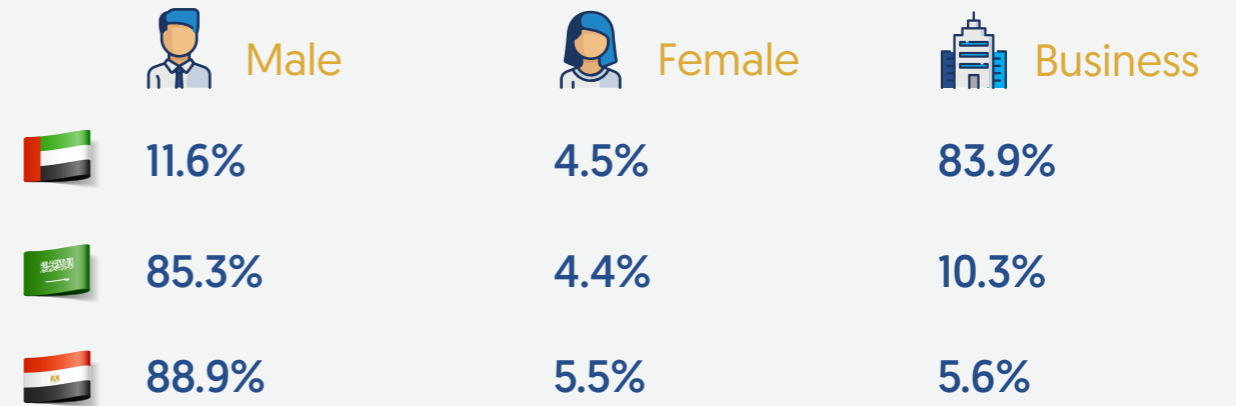
Monitored platforms
This analysis is based on monitored queries regarding mentions of related Fintech keywords, and queries monitoring mentions of some of the top leading Fintech brands in the MENA region. The analysis is represented through 15 official accounts for Fintech brands in the region.

Analyzing by Location
*Twitter only



Gender Participation

Business accounts were the most participating in the UAE, while male users in Saudi Arabia and Egypt took the lead.



Which sentiment did users in each country express?

Saudi users seemed a bit unsatisfied with the Fintech industry as 11% of their content was negative, compared to only 4.6% positive. Neutral sentiment dominated all the buzz across the content.



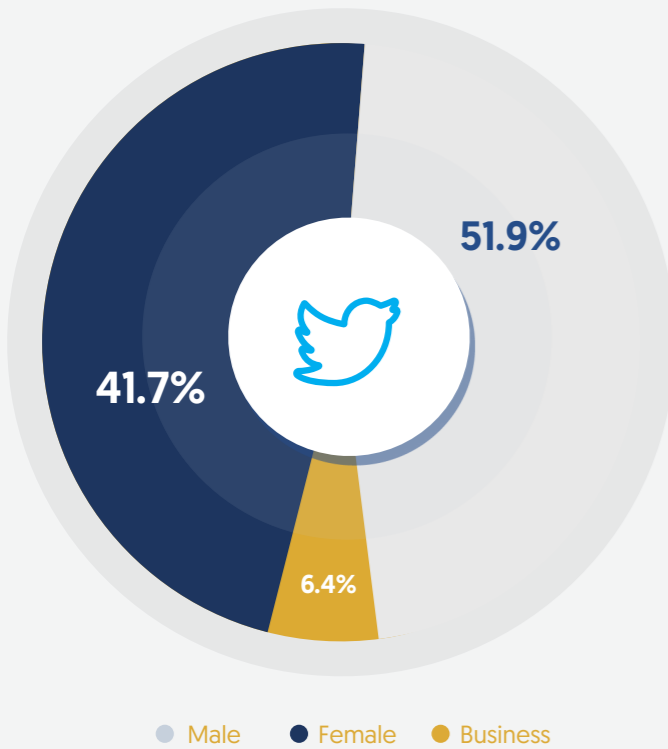
Which language did each country's citizens prefer?

Unlike other industries, players in the Fintech industry preferred to publish English content rather than Arabic. Saudi Arabia has the highest percentage in Arabic with 32.9% of the content written in Arabic.



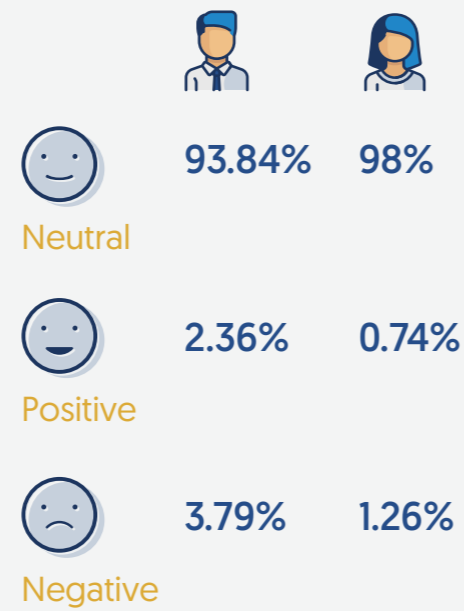
Users' Demographic Analysis

Twitter only



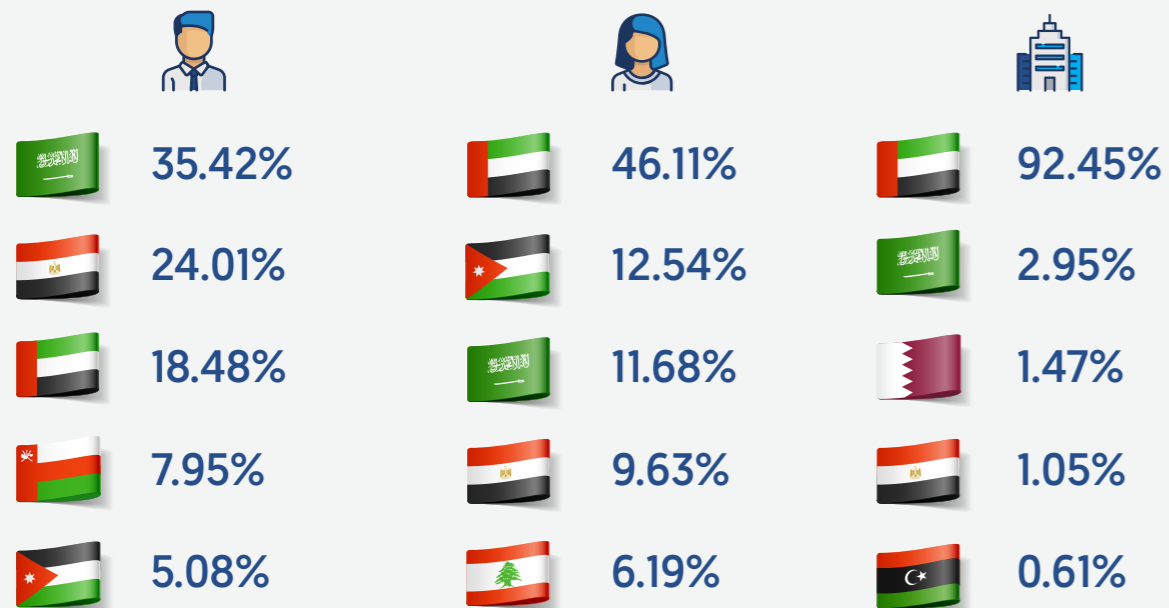
What did different genders express?

Although it is a very small gap, female and male users expressed more negative than positive sentiment, while the vast majority expressed a neutral sentiment.



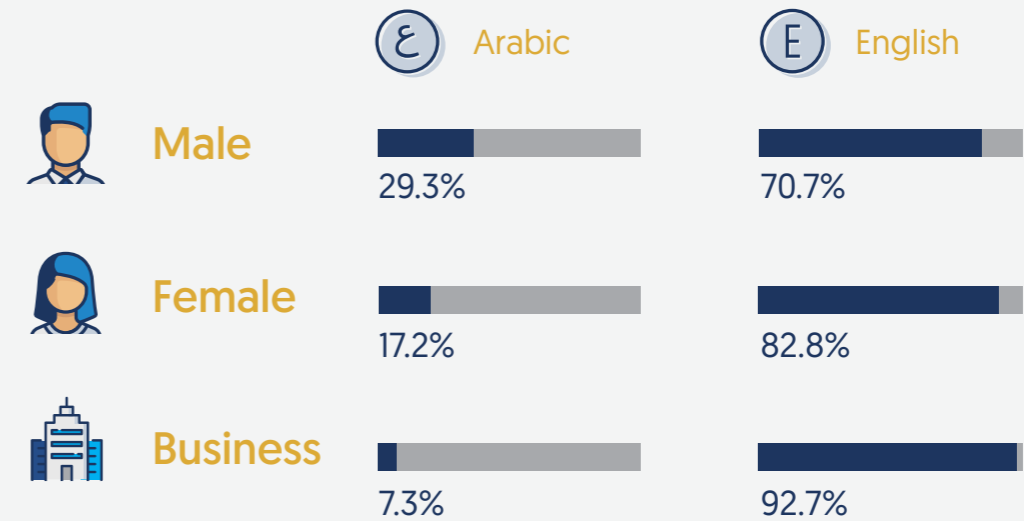
Where did the highest gender participation come from?

Male Saudis were the most active, whereas Emirati females were the most active among Arab women, and UAE business accounts were the most active ones.



Which language did users prefer to use?

All users preferred posting in English. However, we can tell that male users are interested in publishing in Arabic more than female users and business accounts.






Sentiment Analysis





Gender domination over sentiment

Male users dominated the vast majority of content across all sentiments. Business accounts did not own any sentimental content, as 40% of the neutral buzz was owned by business accounts.

	Neutral	Positive	Negative
	52.7%	96.4%	96%
	7%	3.6%	4%
	40.3%		











Which language was used to express each sentiment?

Those who published neutral content were more comfortable posting in English. The vast majority of the negative content was posted in Arabic. Around 48.7% of the positive content was in English.

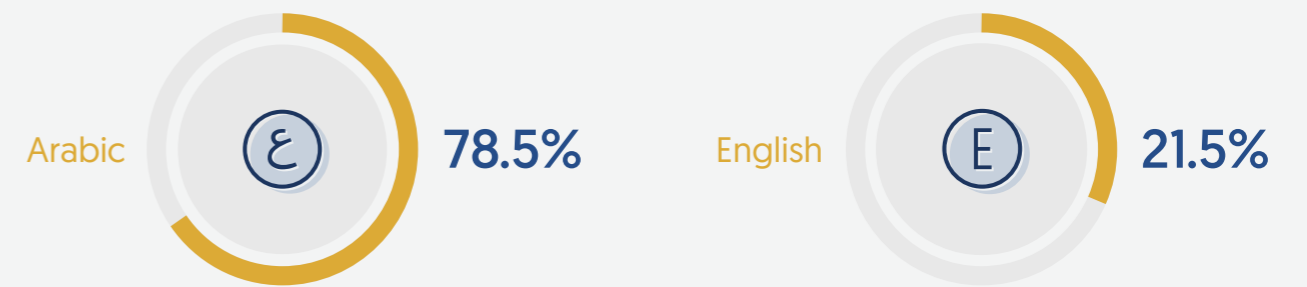
	Neutral	Positive	Negative
	37.6%	51.3%	93.9%
	62.4%	48.7%	6.1%

Countries' contribution to sentiment

Most of the neutral content was generated from the UAE and Egypt. On the other hand, Saudi and Egyptian users generated the positive and negative content, where Saudis owned 75% of the negative buzz.




							
 Positive	23.68%	34.96%	30.45%	4.59%	2.63%	-	-
 Neutral	35.69%	23.39%	26.97%	3.70%	-	3.77%	-
 Negative	4.10%	75.84%	16.74%	0.93%	0.48%	-	0.46%

Analyzing by Language






User distribution over language

Male users owned the majority of the Arabic buzz. On the other hand, business accounts owned the majority of the English buzz.

	Arabic	English
 Male	71.5%	35.6%
 Female	6.4%	6.4%
 Business	22.1%	58%

How was each language used to express sentiment?

The majority of the buzz was neutral, followed by positive, and then negative.

	Arabic	English
 Neutral	82.2%	96.04%
 Positive	5.1%	3.38%
 Negative	12.7%	0.58%

Most active Fintech social accounts

Twitter

Sadad was the most active among Fintech companies, followed by Payfort then Bridgtheapp.



27%



23%



22%



9%



5%

Top Posts Twitter

From social accounts



#1

DUBAI Business Dubai @BusinessDubai Follow

As the world's fastest growing emerging economies embrace mobile payment at staggering pace, #Dubai-founded @bridgtheapp is leading the way for innovative fintech solutions bit.ly/2Oz6ODo #Fintech



1:03 5.46M views

12:18 PM - 2 Aug 2018

843 Retweets 5,544 Likes

73 843 5.5K

Tweet your reply

5.5K

843

73

Business Dubai tweets an article about the economies embracing mobile payments.

Top Posts Twitter

From social accounts



#2

SADAD | سداد @SADAD Follow

مجد وعلياء على #مدى 88 عام
#اليوم_الوطني88
#سداد

Translate Tweet

7:38 PM - 20 Sep 2018

416 Retweets 642 Likes

22 416 642

Tweet your reply

642

416

22

Sadad's greeting on the Saudi national day!

Top Posts Twitter

From social accounts



#3

الهيئة العامة للاستثمار @SAGIAgov Follow

بحضور معالي محافظ #هيئة_الاستثمار @GovernorAlOmar و وقعت شركة PayPal ونظام المدفوعات الوطني سداد @SADAD ومدى @mada مذكرة تفاهم إستراتيجي، تهدف لتمكين المنشآت المتوسطة والصغيرة من دخول الأسواق العالمية في مجال التجارة الإلكترونية

Translate Tweet

9:33 PM - 5 Apr 2018

257 Retweets 147 Likes

17 257 147

147

257

17

In the presence of HE #SAGIA's Governor @governoralaomar, @Paypal,@sadad and @mada have signed a strategic Memorandum of Understanding aimed at empowering SME's to enter the global markets in the e-commerce field.

Top interactive influencers

Twitter

This is a list of the influencers that received the highest number of interactions on posts they published about fintech.

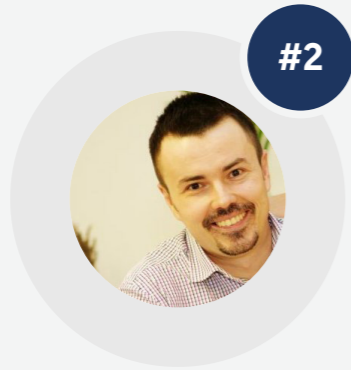
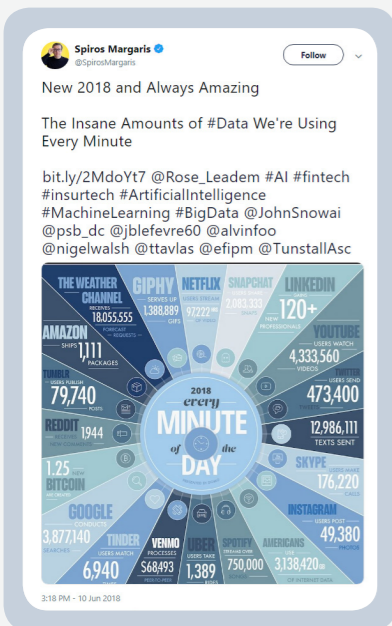
Males



#1

@SpirosMargaris

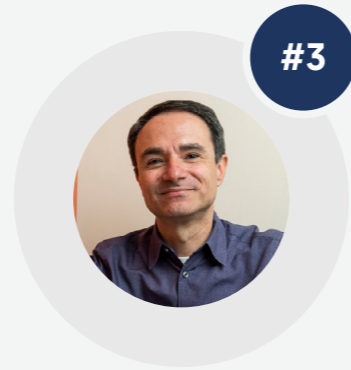
66.35K interactions



#2

@stedas

6.24K interactions



#3

@Ghada1622

4.75K interactions



Top interactive influencers

Twitter

This is a list of the influencers that received the highest number of interactions on posts they published about fintech.

Business



#1

@ProductToken

91.53K interactions



#2

@BusinessDubai

6.50K interactions



#3

@9cnewsuae

3.08K interactions





Salman T. Sultan

Regional Public Relations and Social Media Manager
Jaguar Land Rover MENA

What are your predictions for social media 2019?

Virtual Reality and Artificial Reality platforms are expected to grow faster in 2019 and will cause an increase of content the following year. Interactive content pieces such as 3D posts, 'tap to hold' and the newsfeed apps will also

rise more as they've been creating a lot of engagement for many brands in 2018 and a lot of buzz among users.

Branded content is also expected to have a bigger impact in 2019, with subliminal promotions in bigger content pieces being used in a smarter way.

How did social media change in 2018?

This year it became much more challenging for brands to grasp the attention of consumers and users on social media platforms as attention spans decreased and lengthy content stopped yielding expected results. Many brands jumped into creating content pieces that are 10 seconds or less.

The new Facebook algorithm almost killed organic reach in 2018 where all brands noticed a huge drop in the organic reach and interaction. This is why better media plans and promotion strategies became a priority for all brands.

Influencer marketing continued to grow, but many influencers were forced to start a conversation about their involvement with brands and their authenticity.

Most social media platforms came up with new and cool features, such as Q&As on Instagram stories, iGTV or Messenger stories with voting polls on Facebook.

Which new marketing techniques and tactics occur in 2018?

In 2018, almost all brands had been prepared to jump into trends and viral conversations in order to ensure relativity and connection with the public. Social listening and understanding brand followers became more and more of a priority for everyone.

Many new ways have been introduced to enhance the interaction with the product and advanced features such as Voice Search with Alexa and Siri, or retail shopping into digital which became more popular this year.

What will keep on rising in 2019?

Products and brands are slowly jumping on the experience bandwagon. No one is selling a product anymore, all brands sell experiences, and I don't see this changing in 2019 but rather think this is the main differentiating factor amongst brands across the board.

Micro-influencer marketing is evolving faster than macro-influencers marketing. People are relating more to the young influencers with a fresh following that feels more authentic and might be changing their views towards the "bigger" influencers due to the large number of posts, or paid activities.

Spending meaningful time in apps is another rising trend. Instagram and other platforms such as Facebook are trying to get into the living a meaningful life wagon by adding a feature where you can set a specific amount of time in the app or get an alert when you have passed a number of minutes.



Mohamed ElSherif

Director of Research and Value-Added Services
Crowd Analyzer

We've seen the rise of visual content in 2018. And in 2019, we're expecting users to be even pickier with the content they expose themselves to. Also, influencer marketing has changed a lot; today influencers aren't ranked by the number of followers they have, but the number of interactions they receive from the target audience.

I think that brands should leverage the power of live videos more into their content strategies. Video content is by far one of the most interactive types of content.

Also, in 2019, brands should concentrate more on the quality and feelings expected from each video than just producing it. Live videos are preferred because the audience is sharing real moments with the brands, not a well-edited video. This is why Facebook and Instagram have more features including live broadcast. Sometimes sharing an event backstage live video could increase customers loyalty and happiness more than the event recording itself.

E-Commerce in the Middle East.



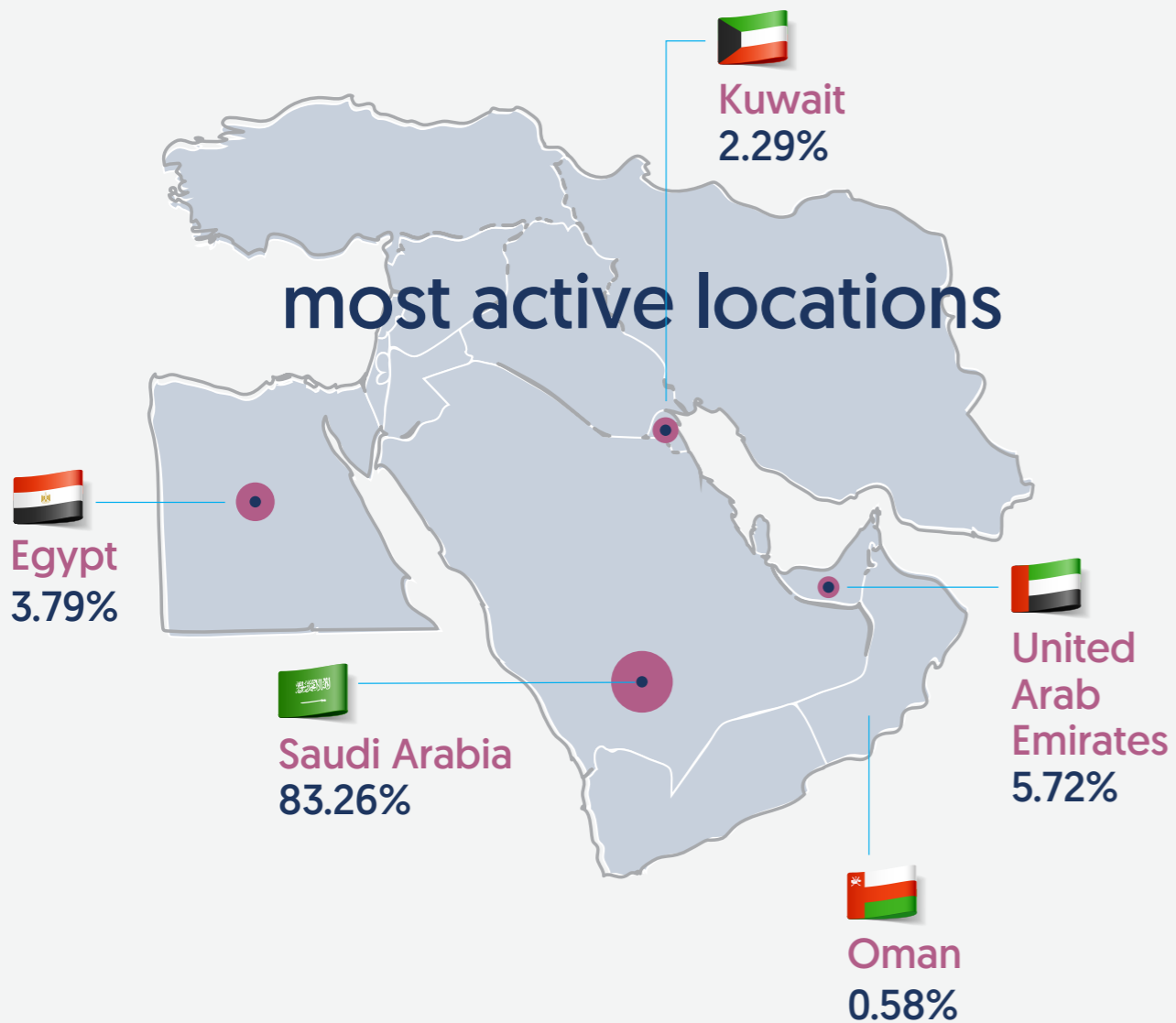
Monitored period
11 months

Monitored countries
Saudi Arabia and Egypt

Monitored platforms
Queries: Twitter, Facebook, Instagram, news, blogs and forums

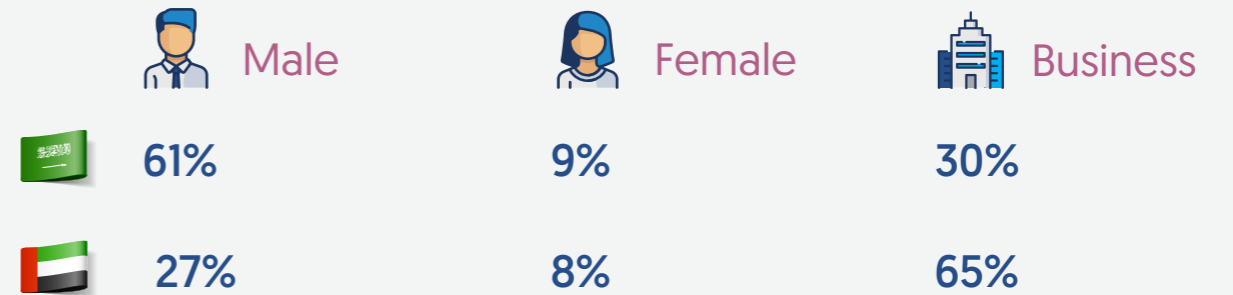
Social Accounts: Facebook and Twitter excluding Instagram

Analyzing by Location
**Twitter only*



Gender Participation in KSA& the UAE Twitter only - Top Two Locations

Saudi male users were the most active, meanwhile business accounts were the most active in the UAE.



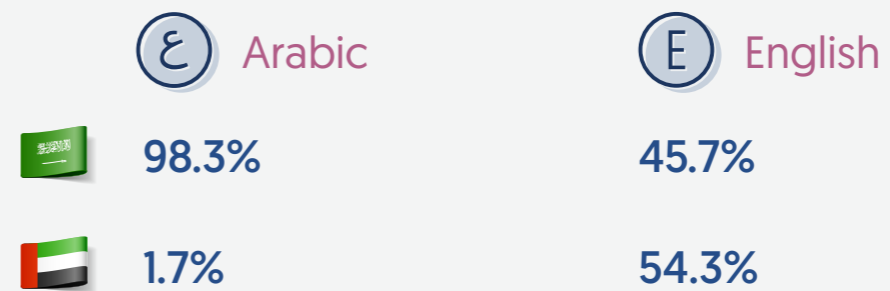
Which sentiment did users in each country express? Twitter only

As expected, the neutral buzz was the highest in both locations, followed by positive then negative sentiment.



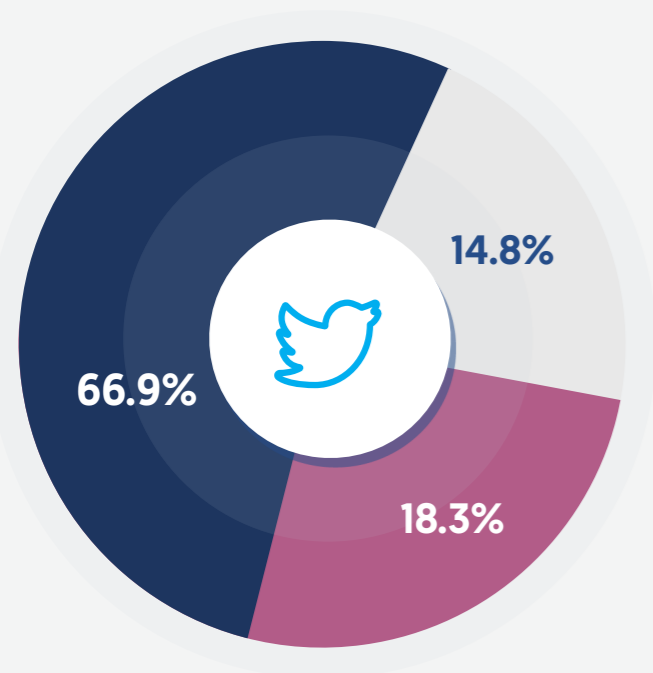
Which language did each country's citizens prefer? Twitter only

Almost all the content in Saudi Arabia was written in Arabic. In the UAE, a majority of 54.3% of the content was in English.



Users' Demographic Analysis

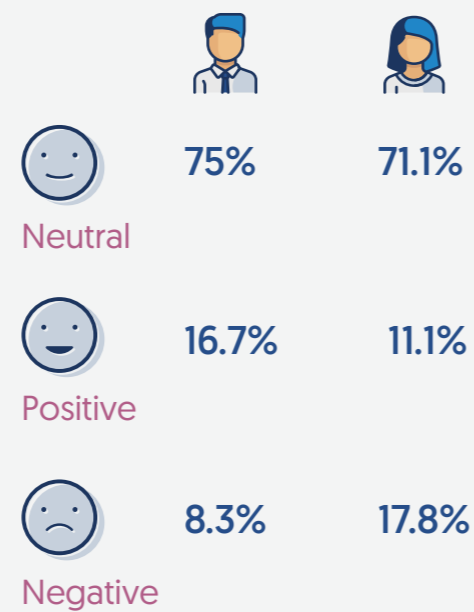
Twitter only



● Male ● Female ● Business

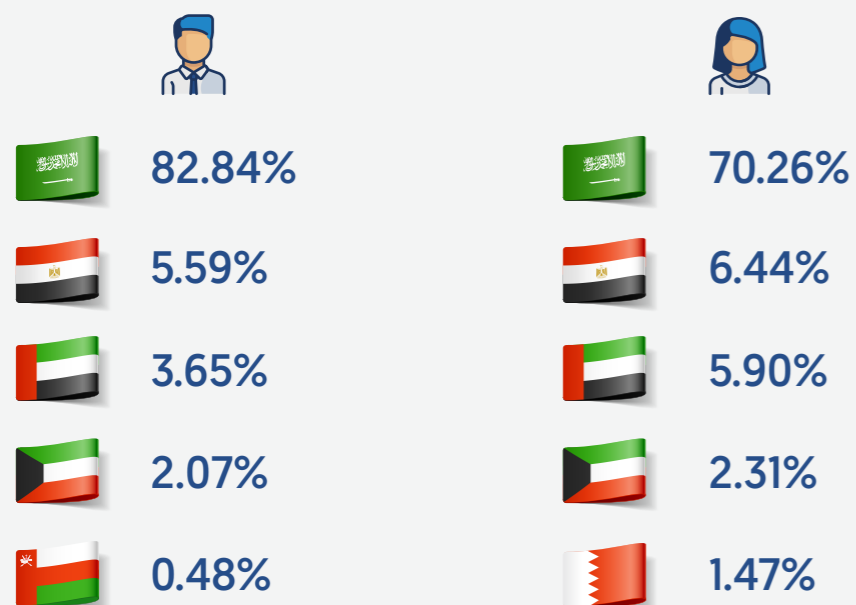
What did different genders express?

Female users expressed more negative content than positive. Male users seemed satisfied with the e-commerce industry. Their positive content was the second highest percentage after neutral content which was dominant in the female buzz too.



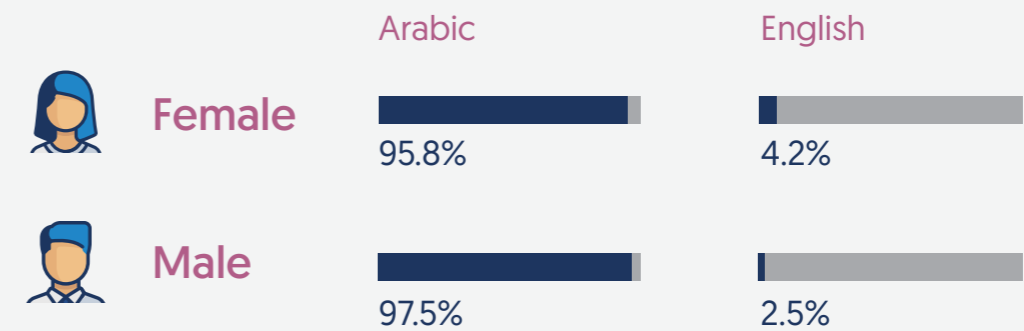
Where did the highest gender participation come from?

Saudi males and females dominated the buzz, where Egyptians were the second highest contributors.



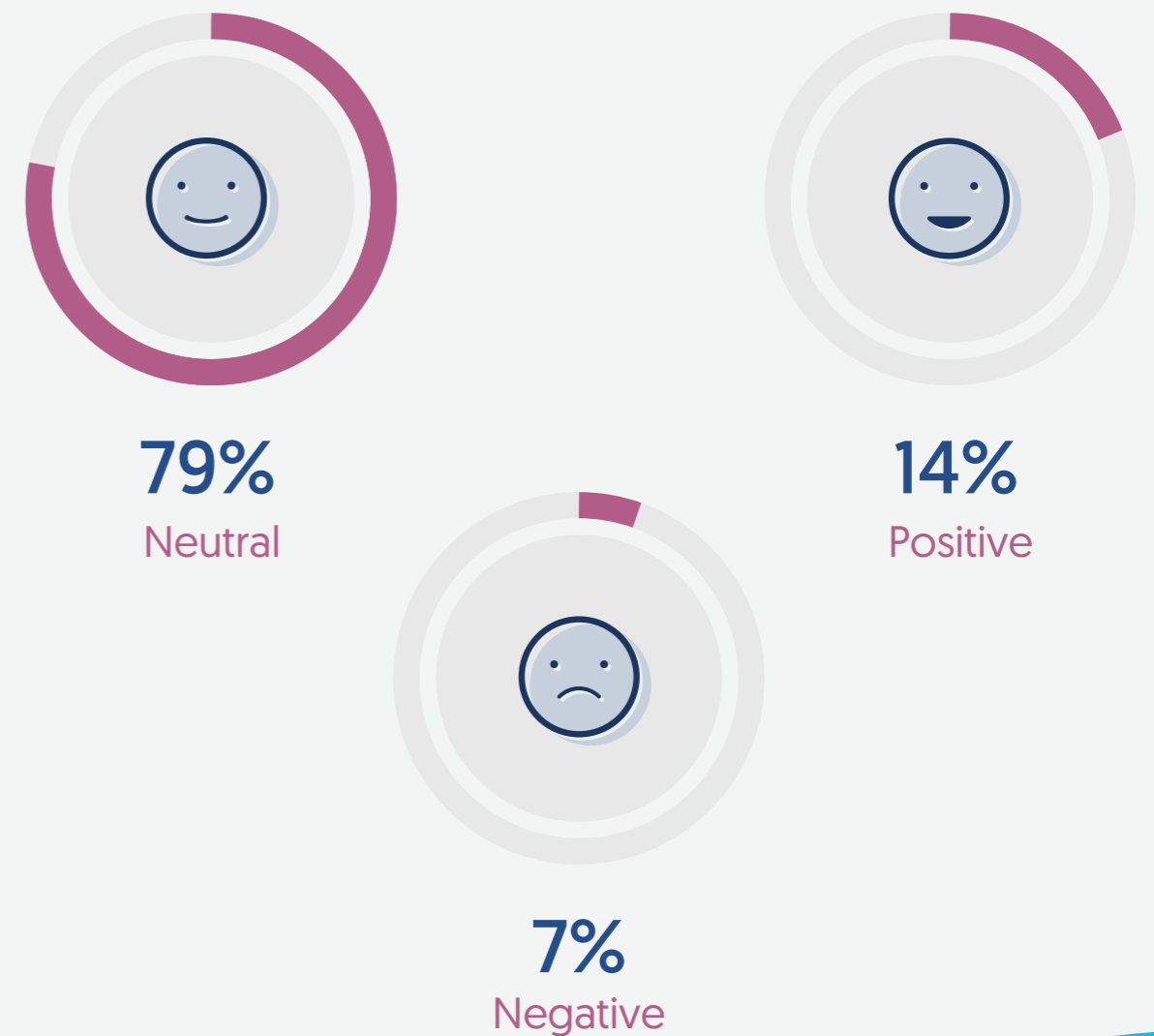
Which language did users prefer to use? [Twitter and Gender]

The majority of users used Arabic to publish their content about the e-commerce industry.






Sentiment Analysis

General [excluding retweets]





Gender domination over sentiment

Males were the most active as they created the majority of content across different sentiments. As usual, business accounts did not publish any content that reveals a sentiment

	Neutral	Positive	Negative
	53.1%	83.6%	80.2%
	9.3%	16.4%	19.8%
	37.6%		

Which language was used to express each sentiment?









[Excluding retweets and Sentiment]
Arabic was the dominating language across all content.

	Neutral	Positive	Negative
	92.1%	98.1%	94.8%
	7.9%	1.9%	5.2%

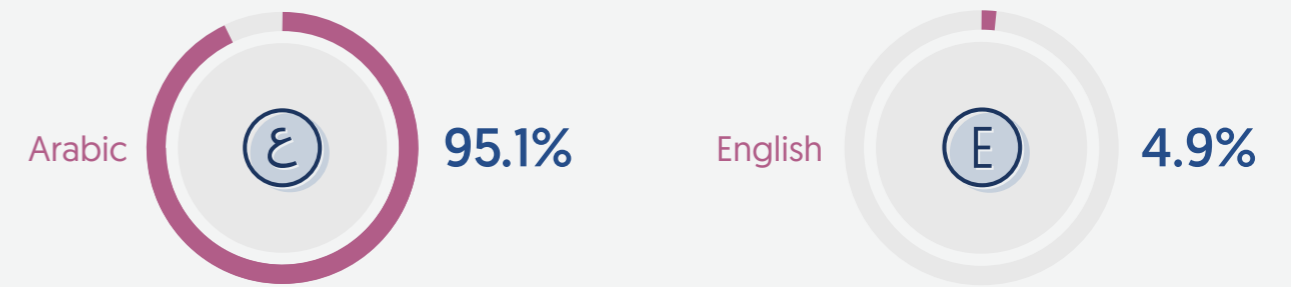
Countries' contribution to sentiment

Sentiment and Twitter and excluding retweets

Saudi Arabia dominated the majority of content across different sentiments. It was followed by the UAE in the neutral and positive buzz, and by Egypt in the negative buzz. Seems like Egyptian users are very verbal about their complaints on social media.




					
 Positive	84.50%	3.27%	8.68%	1.24%	0.64%
 Neutral	84.50%	3.27%	8.68%	1.24%	0.64%
 Negative	86.50%	5.41%	3.94%	1.34%	0.50%

Analyzing by Language






User distribution over language [Twitter]

Male users were the most contributing to the Arabic buzz while business accounts composed the majority of English content.

	Arabic	English
 Male	68.6%	33.6%
 Female	15%	12.7%
 Business	16.4%	53.7%

How was each language used to express sentiment?

Neutral content was dominant, while negative was the least across the English and Arabic buzz.

	Arabic	English
 Neutral	75.96%	86.32%
 Positive	15.93%	11.57%
 Negative	8.11%	2.11%



Top Posts Twitter

Users mentioning the brand name



#1

Thamer @_mehh_ Follow

وبعدين رحنا الافنيوز وما لقيت الشوز و كافحت وكافحت وكافحت بعدين طلبته اونلاين من جولي شيك والحين بعطيكم كود التخفيض

FM88.8 @Fm888kw **نبض الكويت**
اعلنت الفاشنستا فوز الفهد انها قاعده تجهز مشروعها القادم اللي بتقدمه لجمهورها قريباً واهو عبارته عن كتاب يتكلم عن حياتها من كانت صغيره لي اليوم #trendz

Translate Tweet

5:35 PM - 2 Jan 2018

15,314 Retweets 4,934 Likes

474 15K 4.9K

Tweet your reply

This Tweet is unavailable

Thamer @_mehh_ · 2 Jan 2018
الايلاينر لان الكحل حق الهيلق

Translate Tweet

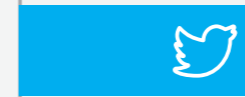
3 7 20

5.5K
73
843

A user is informing followers about how she got her shoes easily through Jolly Chic after she couldn't find it at the mall

Top Posts Twitter

Users mentioning the brand name



#2

عبدالعزيز الخضيرى @ABD Follow

لجميع الأشخاص المهتمين بالشراء من الموقع الشهير "نمشي" namshi.com هذا كود خصم جديد : HAMD115 فعال من 16 إلى 19 يوليو 🔥 تضعونه في خانة "قسمة الشراء" وبالعافية عليكم ❤️

- رتويت للتغريدة وأكون شاكر ومقدر لكم 🙏

Translate Tweet

شاتيل
عطر اجوست بلاتينيوم الرجال - 100 مل ر.س. 530

شاتيل
عطر الازر هومس سبورت 50 مل ر.س. 315

11:28 PM - 15 Jul 2018

5,704 Retweets 1,038 Likes

1.5K 5.7K 1.0K

1.0K
1.5K
5.7K

AbdelAziz AlKhudairy is announcing a discount code on Namshi.

Top Posts Twitter

Users mentioning the brand name



#3

ريكو
@R0o08

Follow

كود خصم نمشي Rico10 فعال حتى يوم الثلاثاء

Translate Tweet

موقع نمشي للأزياء، وجهته الأولى لتسوق الأزياء في السعودية
تسوق اونلاين أحدث صيحات موضة سوق قاطن من ازياء وملابس وأحذية
وحقائب رجالية وصافية ولاتطفل من موقع نمشي. كرم مع ✓ خدمة توصيل
مجاني في الرياض وجدة وكافة مدن السعودية
ar-sa.namshi.com

1:14 AM - 2 Jun 2018

2,934 Retweets
290 Likes

288
2.9K
290

Tweet your reply

ريكو · 2 Jun 2018

تشكيلة جزم رجالية مميزة للعيد :
وفيه اكثر بعد لاتنسون كود الخصم Rico10
وملبوس العافية

♥ 290
↻ 2.9K
💬 288

An online user with a large number of followers tweets a discount code on Namshi

Top Posts Twitter

Brand social posts



#1

NAMSHI

@NamshiDotCom

Follow

المسابقة الثامنة عشر
- فولو حساب نمشي
- تويت الجواب مع هاشتاق #نمشي_كأس_العالم5

الفايز راح يشتري منتجات من اديداس على نمشي بقيمة 1000 د.إ.ر.س @adidas 😊

راح نعلن عن الفايز بكرة الساعة 2 مساءً 🙌 (تطبق الشروط والأحكام)

Translate Tweet

3:55 PM - 1 Jul 2018

871 Retweets
277 Likes

2.5K
871
277

♥ 277
↻ 871
💬 2.5K

Namshi tweets about their online competition, and the winner will get a AED/SR1000 voucher for Adidas products on Namshi.

Top Posts Twitter

Brand social posts



#2

NAMSHI
@NamshiDotCom

Follow

المسابقة الثالثة عشر
- فولو حساب نمشي
- تويت الجواب مع هاشتاق #نمشي_كأس_العالم3
الفايز راح يختار اي منتج يبيه من نمشي لحد 500 د.إ.ر.س

راح نعلن عن الفايز بكرة الساعة 2 مساءً
(تطبق الشروط والأحكام)

Translate Tweet



3:33 PM - 26 Jun 2018

625 Retweets 214 Likes

1.7K 625 214

214

1.7K

625

Namshi tweets about their online competition: the winner will get a voucher for SAR/AED 500 to shop on Namshi.

Top Posts Twitter

Brand Social Posts



#3

NAMSHI
@NamshiDotCom

Follow

المسابقة الأخيرة
- ريتويت
- فولو حساب نمشي
- تويت الجواب مع هاشتاق
#نمشي_كأس_العالم2018

احتفالا بالمباراة النهائية 5 فايزين راح يربحون رصيد
من نمشي بقيمة 300 د.إ.ر.س

راح نعلن عن الفايز بكرة الساعة 2 مساءً
(تطبق الشروط والأحكام)

Translate Tweet



3:05 PM - 15 Jul 2018

637 Retweets 210 Likes

1.7K 637 210

210

1.7K

637

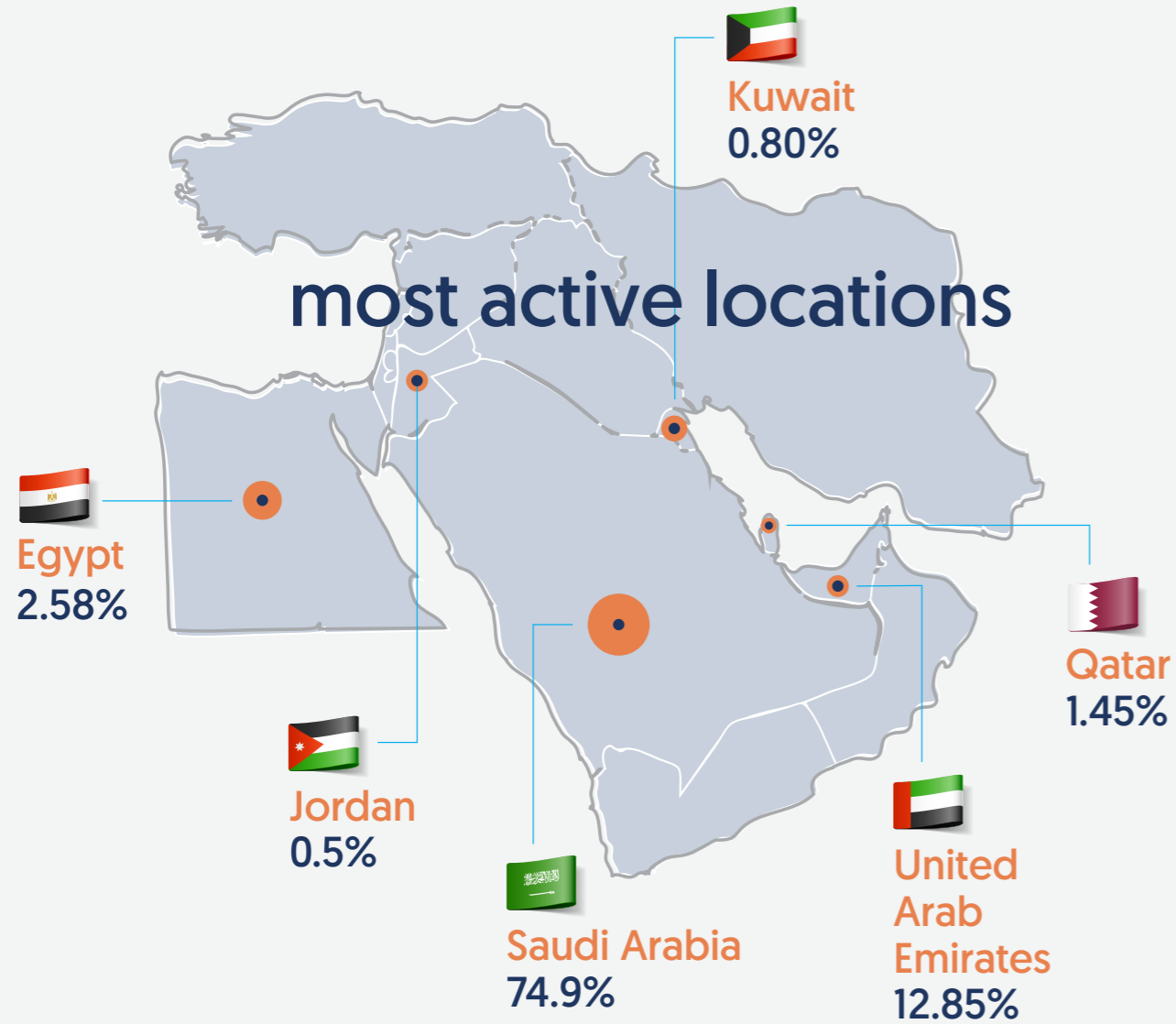
Banking in the Middle East.



This section is based on the monitoring of a random sample of banks from different countries across the MENA region.

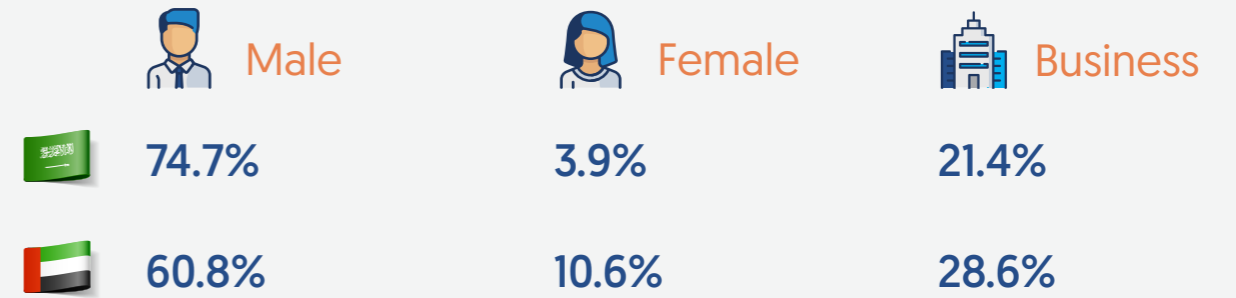
- Monitored period**
11 months
- Monitored countries**
Saudi Arabia and Egypt
- Monitored platforms**
Twitter, Facebook, Instagram, news, blogs and forums

Analyzing by Location
*Twitter only



Gender Participation in KSA & the UAE

Male users from KSA were the most active, followed by business accounts located in the country. The same goes for the UAE.



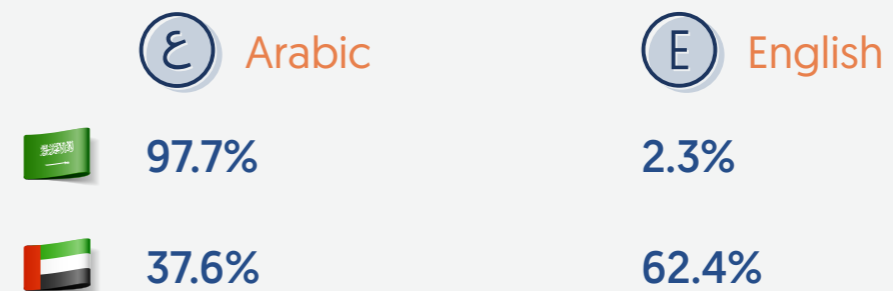
Which sentiment did users in each country express?

Negative content was at its lowest ratio in the UAE buzz, while the majority of content in the UAE and KSA was neutral.



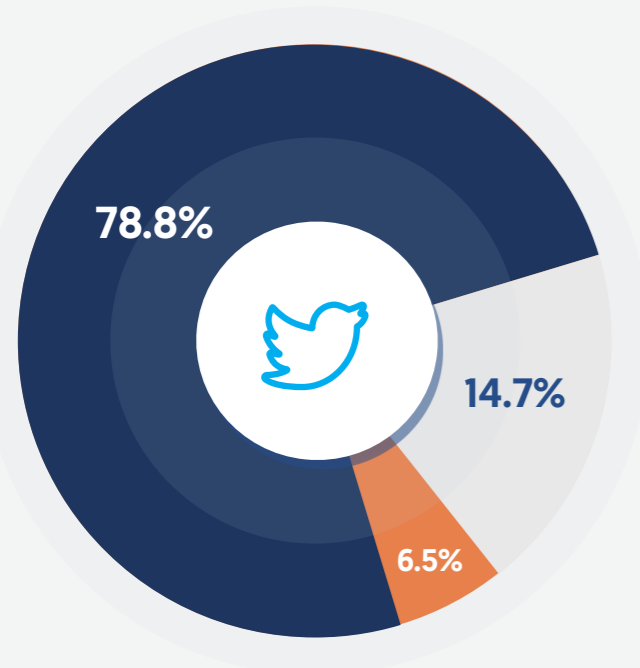
Which language did each country's citizens prefer?

The majority of content published from KSA was in Arabic while the majority of content published from the UAE was in English.



Users' Demographic Analysis

Twitter only



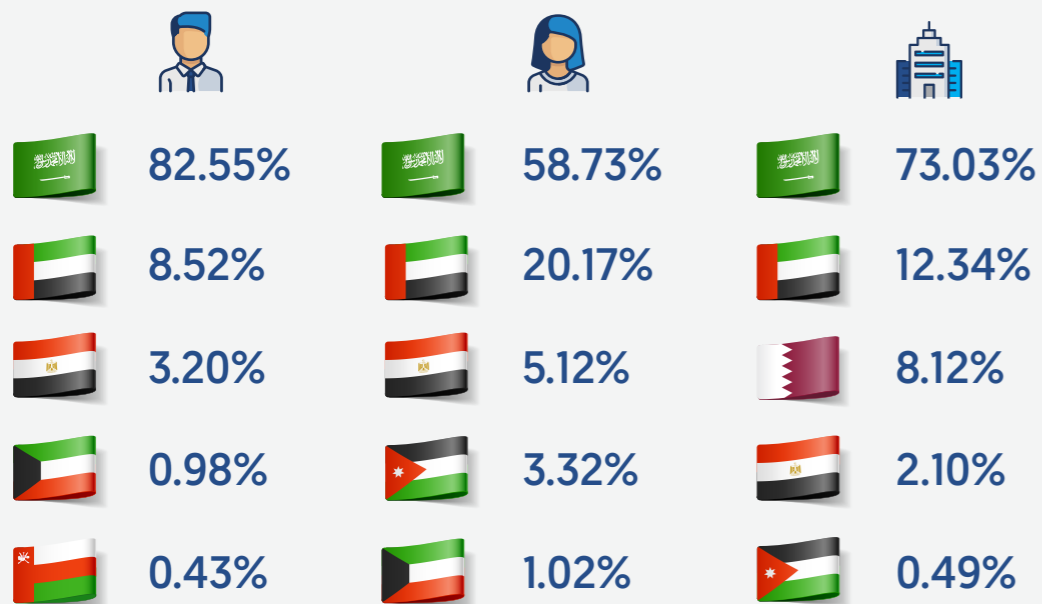
● Male ● Female ● Business

What did different genders express?

Males have shown more negative than positive sentiment. Meanwhile, female users were more active displaying no sentiment at all in addition to slightly more positive than negative content.

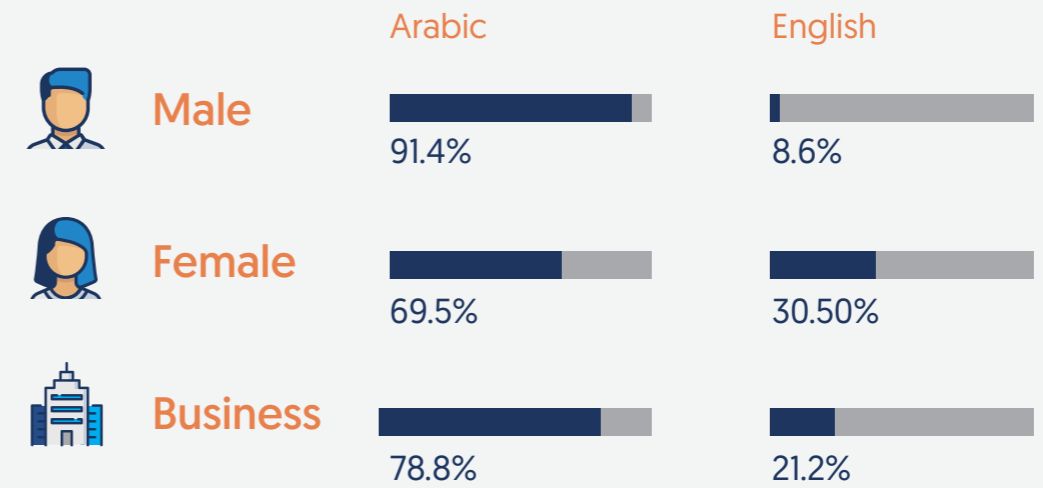


Where did the highest gender participation come from?

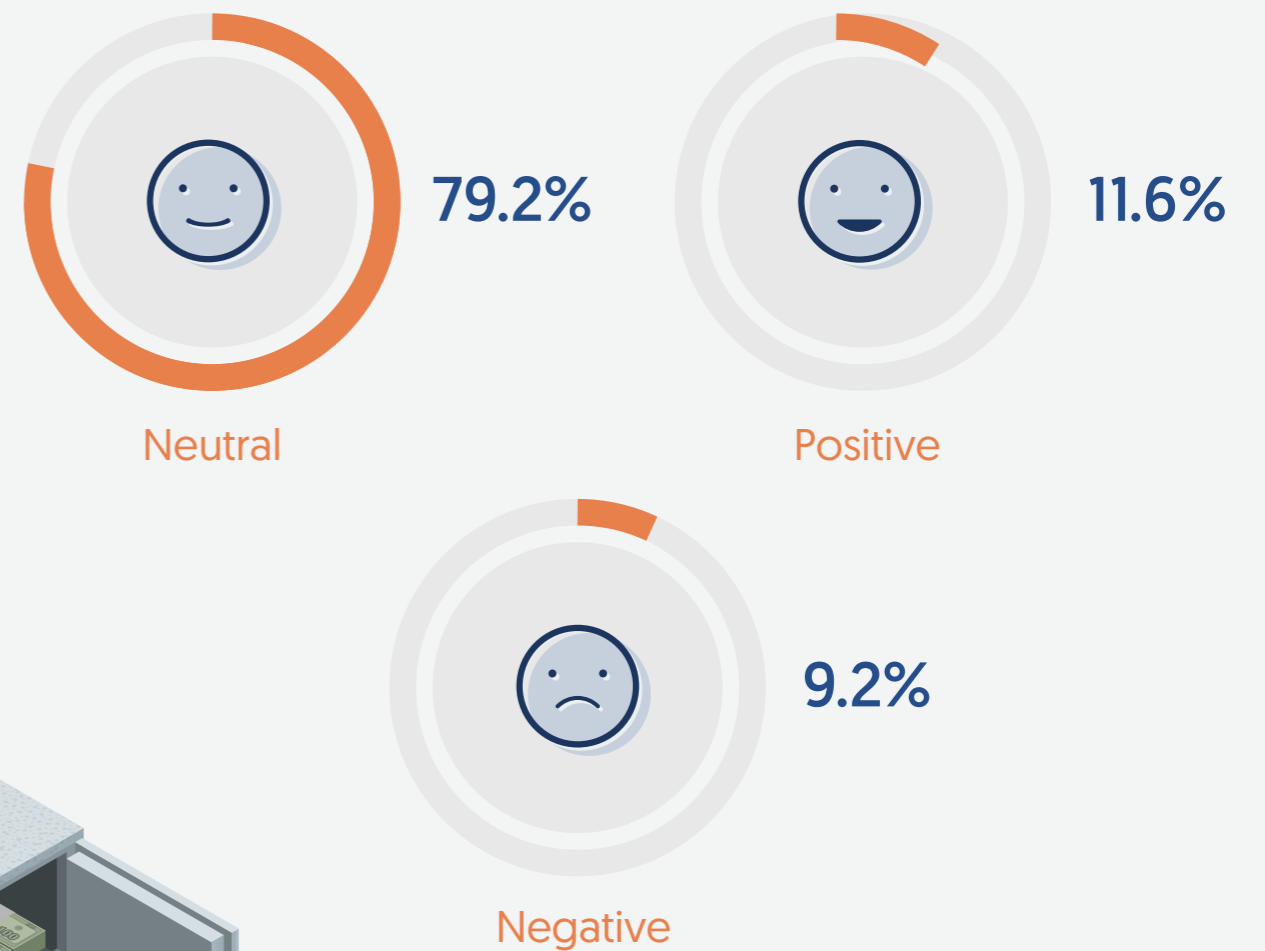


Which language did users prefer to use? [Twitter and Gender]

Users in this buzz preferred Arabic over English. The ratio of English content in the UAE buzz was the highest among other countries.



Sentiment Analysis



Sentiments by gender

Business accounts did not reveal any sentiment through their content. Males dominated the majority of content across all sentiments. Females participated more in the neutral and positive buzz.

	Neutral	Positive	Negative
Male	74.8%	91%	94.5%
Female	6.3%	9%	5.5%
Business	18.9%		

Which language was used to express each sentiment?

English was used more to express a neutral and positive sentiment. Hence, it barely made up 10.7% of the negative content. Online users do not prefer to complain in English about their banks.

	Neutral	Positive	Negative
Arabic	72.8%	74%	89.3%
English	27.2%	26%	10.7%

Sentiments by country

Most of the neutral content was generated from the UAE and Egypt. On the other hand, Saudi and Egyptian users generated positive and negative content, as Saudis owned 75% of the negative sentiment.

Neutral	73.74%	13.22%	2.82%	0.80%	1.69%	0.55%	-
Positive	77.79%	14.37%	3.20%	0.77%	0.46%	-	0.34%
Negative	84.38%	8.28%	2.81%	0.58%	0.48%	-	0.31%

Analyzing by Language



User distribution over language

Although business accounts had a high share of the English content, male users still dominated the English as well as the Arabic buzz.

	Arabic	English
Male	81.7%	56.9%
Female	5.4%	13.3%
Business	12.9%	29.8%

How was each language used to express sentiment?

Because users feel more comfortable expressing their dissatisfaction in Arabic, neutrality took over the majority of the English content, a high percentage of negative content made up the 12.1% of the overall Arabic content.

	Arabic	English
Neutral	76.74%	84.30%
Positive	11.07%	11.42%
Negative	12.19%	4.28%

Top Influencers

Twitter

This is a list of the influencers that received the highest number of interactions on posts they published about banking

Business



#1

Riverdale
@CW_Riverdal

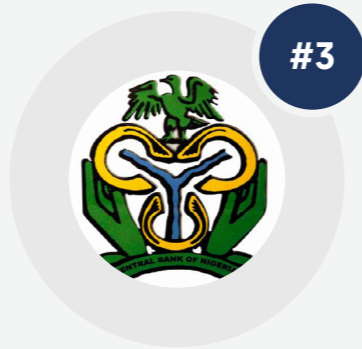
8.49K interactions



#2

Today Show
@TODAYshow

5.58K interactions



#3

Central Bank of Nigeria
@cenbank

4.4K interactions



Top Influencers

Twitter

This is a list of the influencers that received the highest number of interactions on posts they published about banking

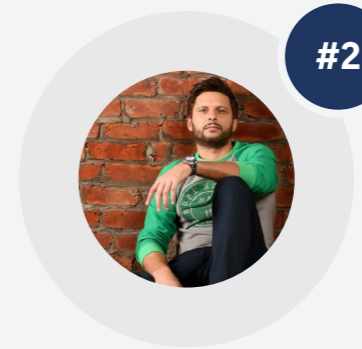
Males



#1

Muhannad
@M_0g

6.93K interactions



#2

Shahid Afridi
@SAfridiOfficial

6.83K interactions



#3

@muwafiq

3.98K interactions

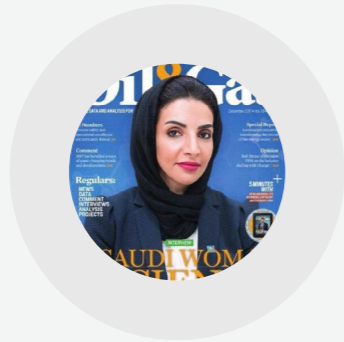


Top Influencers

Twitter

This is a list of the influencers that received the highest number of interactions on posts they published about banking

Females



DR. Alolayan
@AbeerAlOlayan1

1.9K
interactions



Shaymaa Ismail

Digital Manager
L'Oreal

2018 has been a year of a lot of changes and updates on social media across different industries and brands. It was the year of reach and frequency vs. engagement when it came to media spending objectives on Facebook. It has been proven over the years that interacting with your brand posts doesn't necessarily reflect interest of clients in purchasing your products.

Interactions can come in any shape or form such as queries about the product or service prices, availability, mentioning to friends who might be interested or even complaints. Reaching out to the majority of your audience with the right frequency is the right approach to make sure your brand is always on your customers' minds.

The biggest trend I saw in 2018 was related to content format on social media. It was clear in 2018, that short videos are the winning tactic when it comes to grabbing your audiences' attention that is strongly competing with a short attention span. 10 seconds is now considered a long time and 3 to 6 second videos are the most winning content for consumers on the go who are scrolling on their newsfeed.

For 2019, the question of measuring the ROI of social activities and media spending will be the main challenge. All marketers will want to answer this question this year to be able to come up with the right formula on how to win on digital and social fronts.

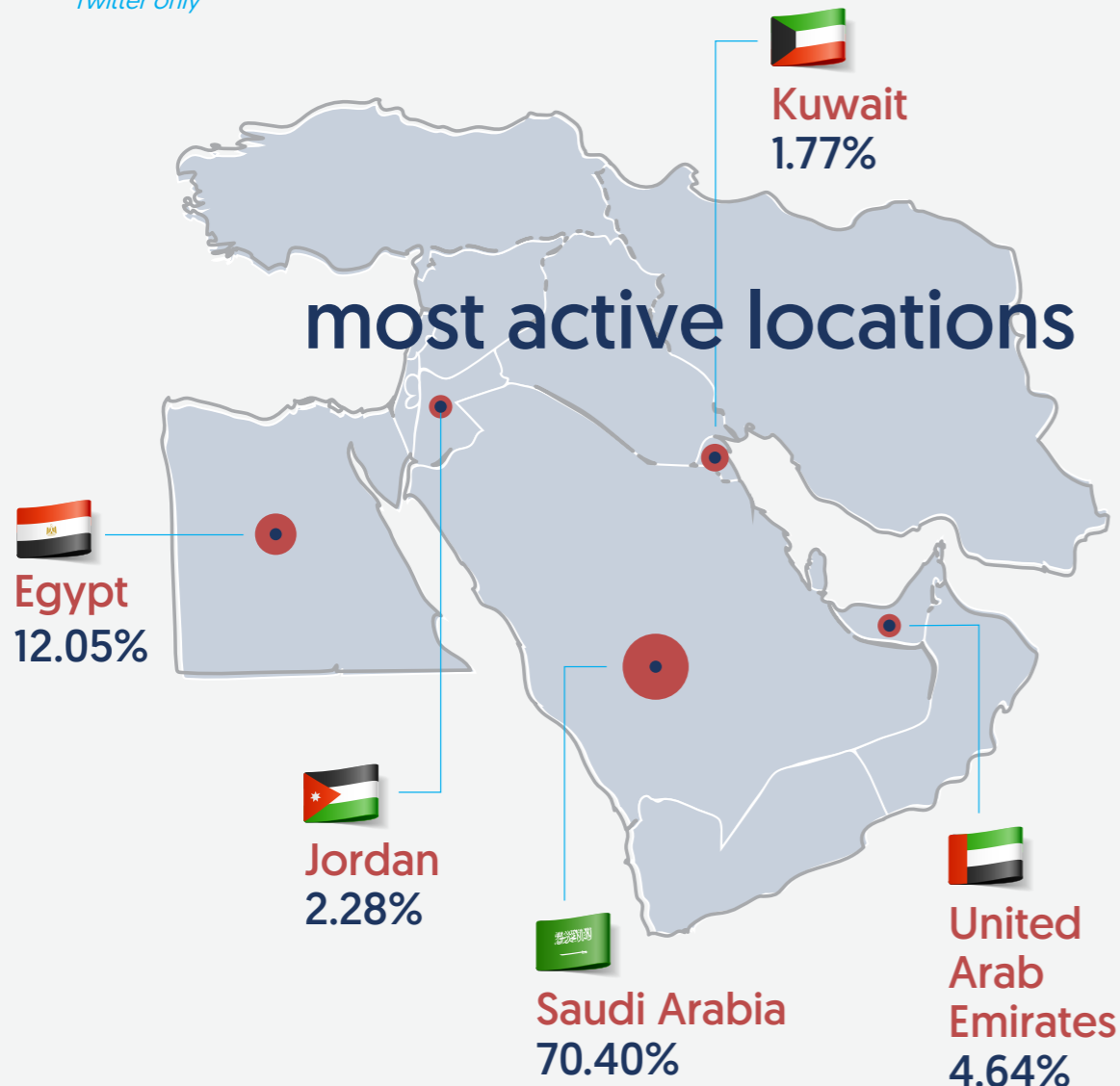
Ride-Hailing companies in the middle east.



Ride-Hailing is a growing industry in the region. Many companies are investing so much to engage with their customers and prospects online. In this section, we provide a brief analysis of the Ride-Hailing industry in the MENA region through 2018. You will also find in-depth insights about the top three countries which include Saudi Arabia, The United Arab Emirates and Egypt

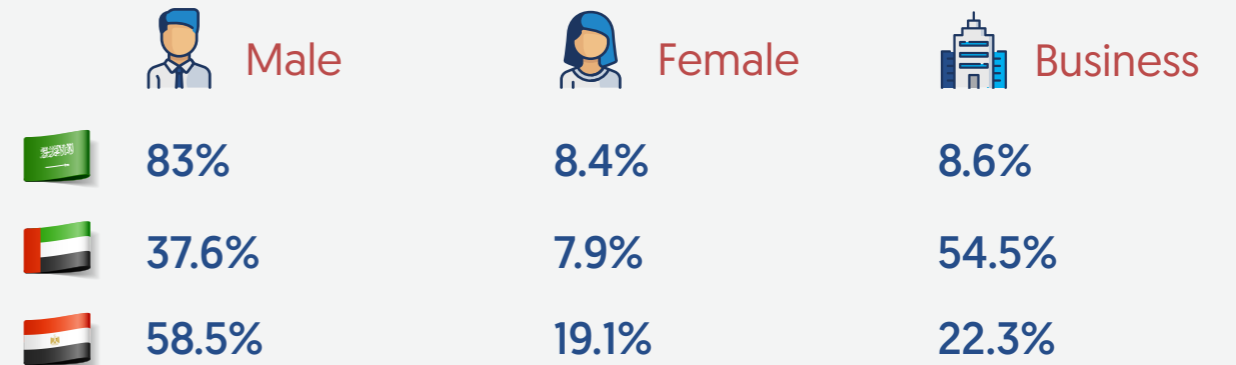
- Monitored period**
11 months
- Monitored countries**
Saudi Arabia and Egypt
- Monitored platforms**
The analysis is based on:
Queries monitoring mentions of several Ride-Hailing brands; crawling data from Twitter, Facebook, Instagram, news, blogs and forums.
Official Twitter and Facebook Accounts of the below brands

Analyzing by Location
*Twitter only



Gender participation in KSA, the UAE, and Egypt

While male users were the most active in Saudi Arabia and Egypt, business accounts accounted for the majority of content in the UAE.



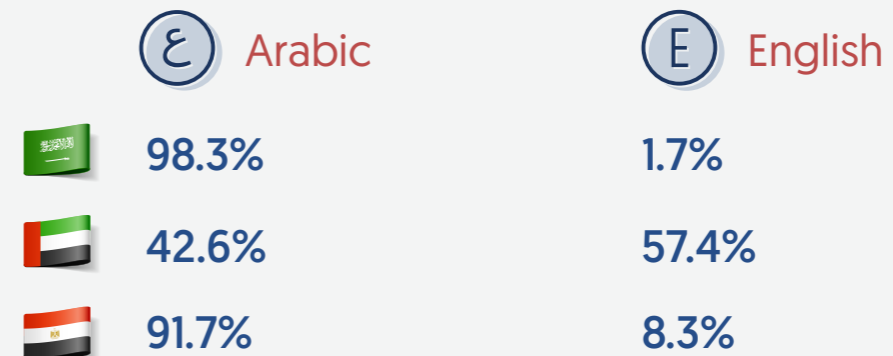
Which sentiment did users in each country express?

Studying the sentiment of posts and publishing content as well as understanding where the high negative content is coming from will definitely help brands revise their strategies and develop tactics to generate more positive content.



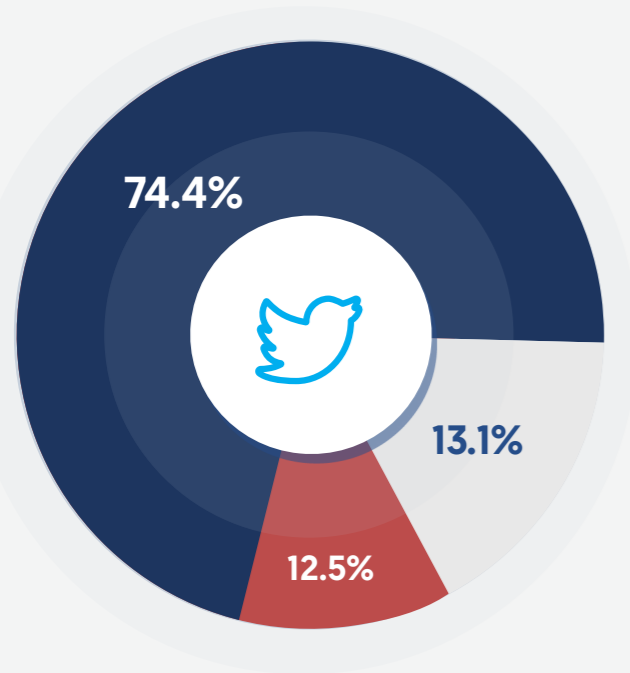
Which language did each country's citizens prefer?

The vast majority of content in KSA and Egypt was published in Arabic. However, slightly more than half of the content published by users in the UAE was in English. These are great insights for emerging or expanding ride-hailing companies that are yet to explore new markets.



Users' Demographic Analysis

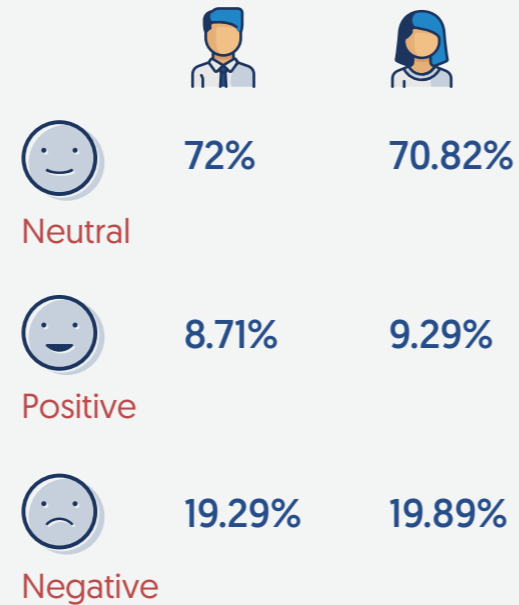
Twitter only



● Male ● Female ● Business

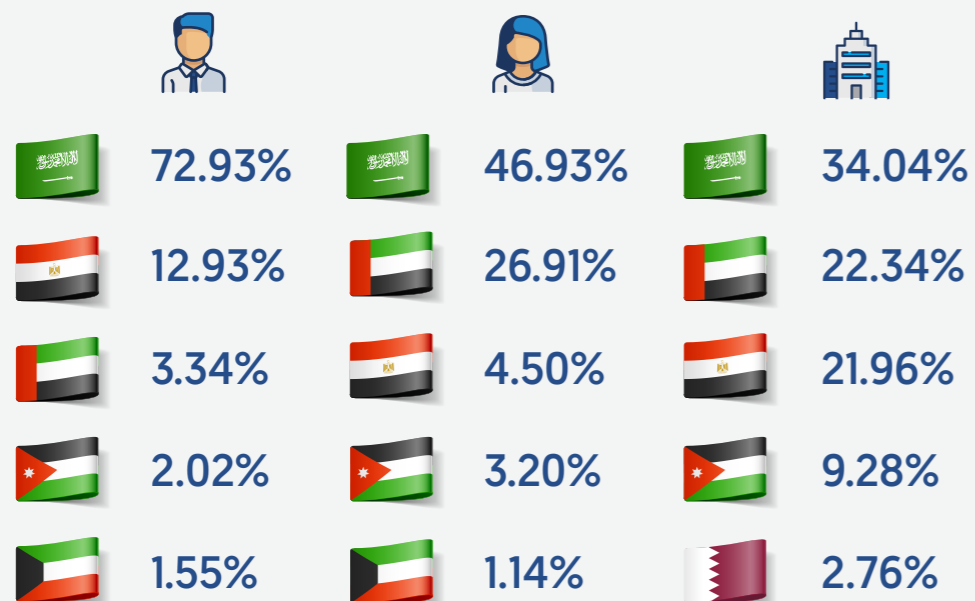
What did different genders express?

Males and female users across the region expressed a majority of neutral content. However, the negative content was twice the percentage of the positive content.



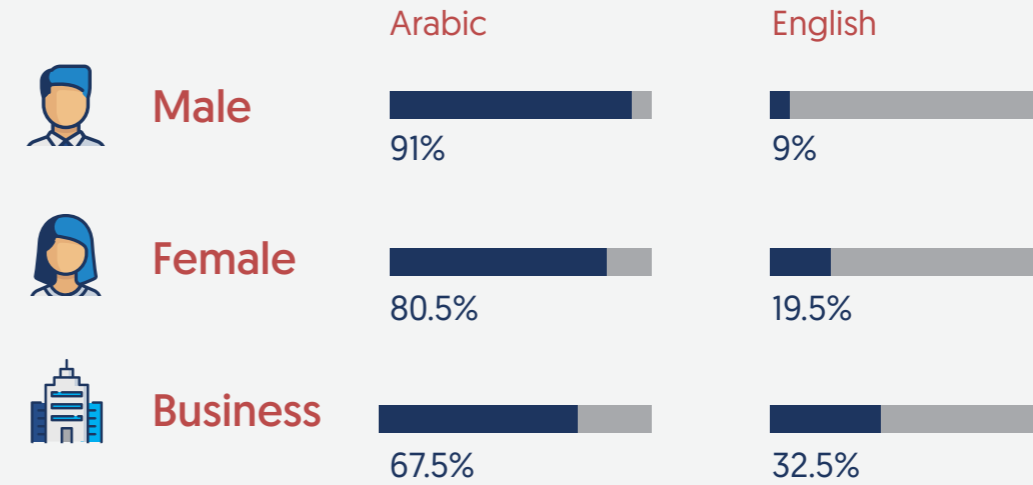
Where did the highest gender participation come from?

Saudi Arabia users were the most active across all genders, followed by Egyptians then Emiratis.

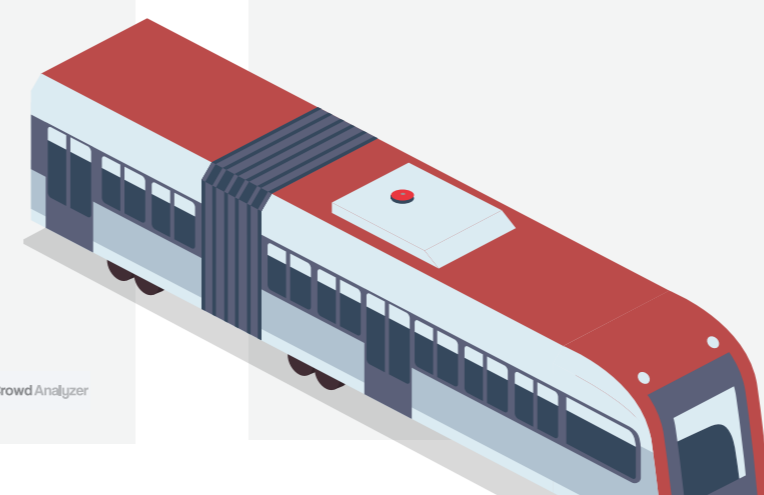
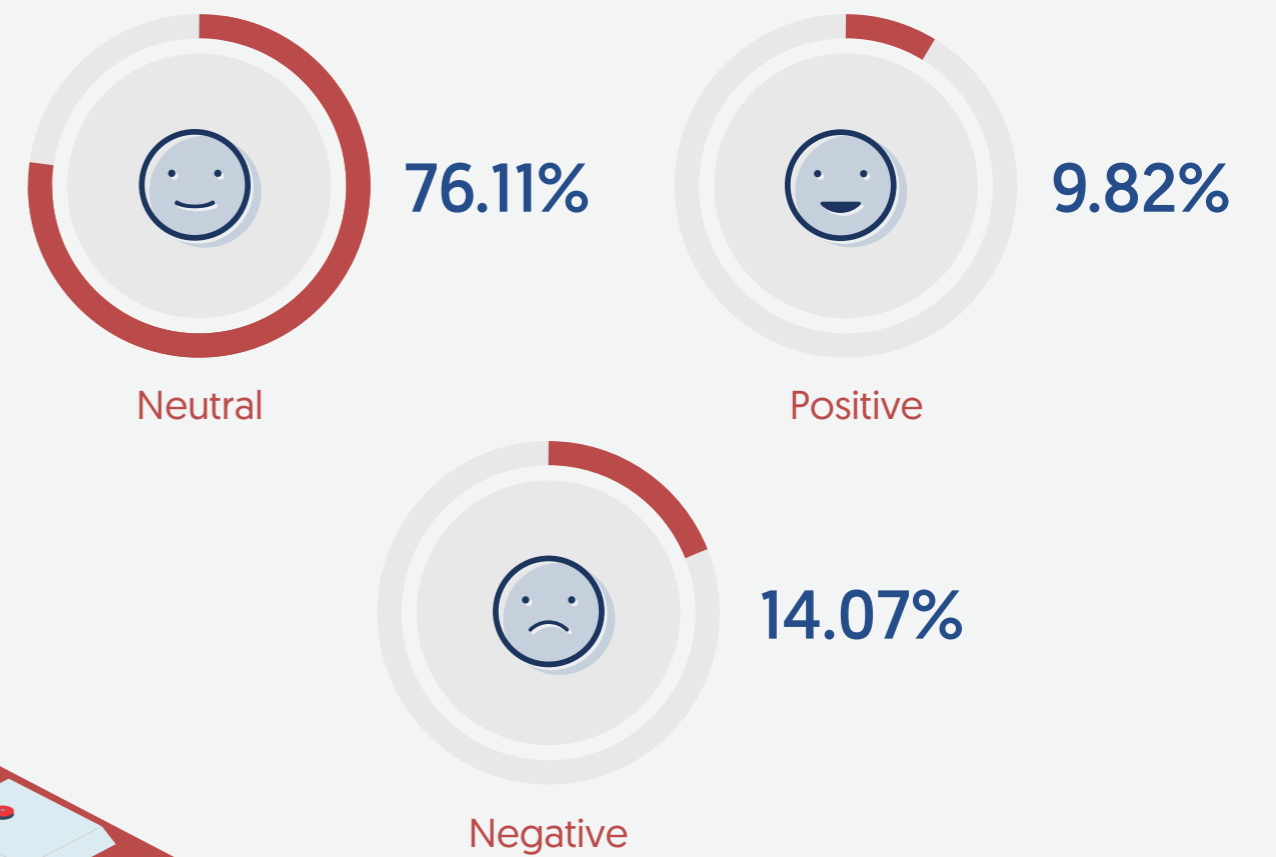


Which language did users prefer to use?

Most of male and female users preferred to post in Arabic. Most of the business accounts used Arabic to post, but their percentage of English content was the highest.



Sentiment Analysis



Gender domination over sentiment

Business accounts did not participate in any sentimental content. Male users owned the majority of neutral, positive, and negative content.

	Neutral	Positive	Negative
Male	63.5%	85.8%	86.2%
Female	9.7%	14.2%	13.8%
Business	26.8%		

Which language was used to express each sentiment? Excluding retweets

The vast majority of content across all sentiments was published in Arabic, neutral content had the highest English percentage.

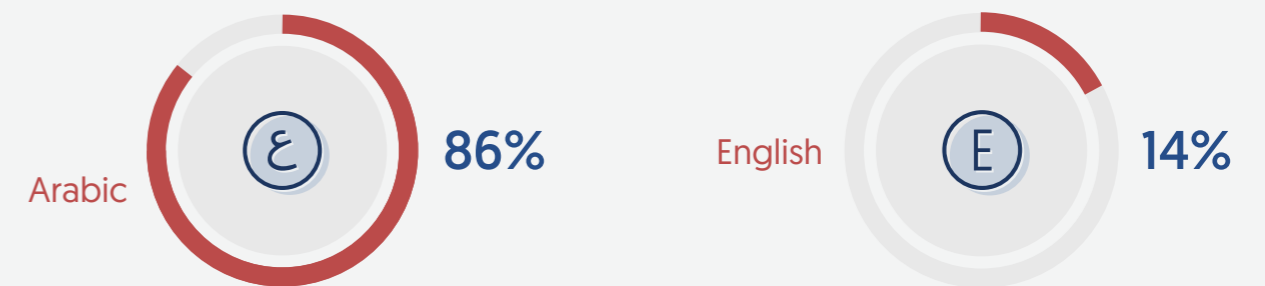
	Neutral	Positive	Negative
Arabic	81.9%	85.4%	96.4%
English	18.1%	14.6%	3.6%

Countries' contribution to sentiment

Saudi users owned the largest percentage of content across different sentiments, followed by Egyptian users.

Neutral	67.54%	13.01%	8.68%	3.46%	1.22%
Positive	74.29%	11.85%	4.01%	3.88%	1.04%
Negative	84.71%	9.02%	1.34%	1.42%	0.62%

Analyzing by Language



User distribution over language

Male users owned most of the content in both languages. Business accounts owned a high percentage of 30% of the English content compared to 9.5% from the Arabic content

	Arabic	English
Male	78.5%	50.9%
Female	12%	19%
Business	9.5%	30%

How was each language used to express sentiment?

Most of the content in both languages was neutral. However, users were more outspoken about their negative feedback in Arabic

	Arabic	English
Neutral	71.54%	86.88%
Positive	9.96%	9.35%
Negative	18.50%	3.77%

Top Posts Twitter

User sharing a positive experience with Careem



#1

Leena Anwar @leenaanwar Follow

اليوم كان عندي جلسة علاج طبيعي و طلبت كريم لما وصلني المستشفى رفض ياخذ المبلغ مع إنه بسيط وقال لي (أنا أي مشوار مستشفى ما أخذ عليه) وبكتب إنها اندفعت مثل هذا يحتاج دعوات قلبية يتربع على عرشها من قاموا بتربيته وليس تقييم في التطبيق فقط [@careem](#) [@CareemCare](#)

Translate Tweet

9:11 PM - 17 Jul 2018

16,865 Retweets 9,233 Likes

754 17K 9.2K

9.2K
17K
754

Top Posts Twitter

Uber CEO celebrates Saudi Women women's ability to drive



#2

Barney Harford @barneyh Follow

"To all the women in Saudi Arabia my heart is full of joy for you" - female [@Uber](#) driver partners around the world welcome Saudi women to the road ahead

1:00 1.01M views

4:19 PM - 25 Jun 2018

2,130 Retweets 12,570 Likes

65 2.1K 13K

Tweet your reply

13K
2.1K
65

Top Posts Twitter

Waleed bin Talal's initiative to support Saudi women to be Careem captains



#3



الوليد بن طلال
@Alwaleed_Talal

Follow

دعم @Alwaleed_Philan للمرأة #السعودية يمتد ليشمل تأمين ١٠٠ سيارة لـ @CareemKSA ليتم استعمالها في برنامج #كابتنه

bit.ly/2CBEUVd

Our support via @Alwaleed_Philan for #SaudiWomen includes providing 100 cars to #Careem to be used by female captains

bit.ly/2O1VPSj



8:11 PM - 9 Sep 2018

1,044 Retweets 10,637 Likes

893 1.0K 11K

11K
1.0K
893

Special Mentions and Events

Second of February

201.88K
mentions + interactions



185K
2K
1.4K

Uber hosts Mohamed Salah

Top Influencers

Twitter

This is a list of the influencers that received the highest number of interactions on posts they published about ride-hailing

Business



#1

@ADS-Saudi_

19.23K interactions



#2

@Kabaten1093

7.45K interactions

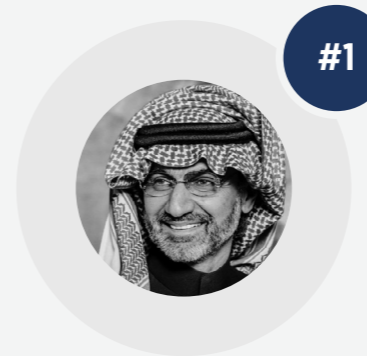


Top Influencers

Twitter

This is a list of the influencers that received the highest number of interactions on posts they published about ride-hailing

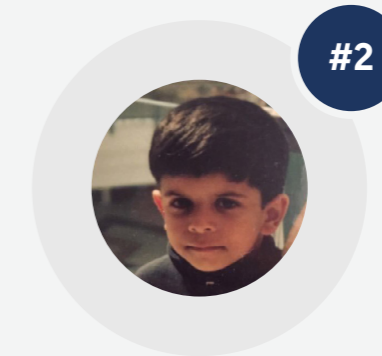
Males



#1

@Alwaleed_Talal

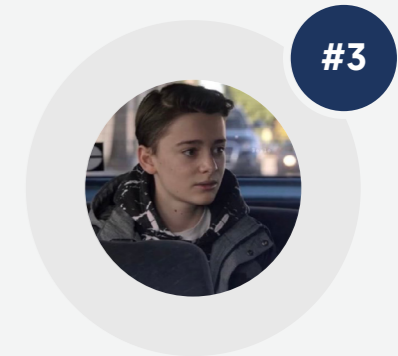
15.73K interactions



#2

@xOmar__Napoli

9.60K interactions



#3

@bexlc

9.29K interactions

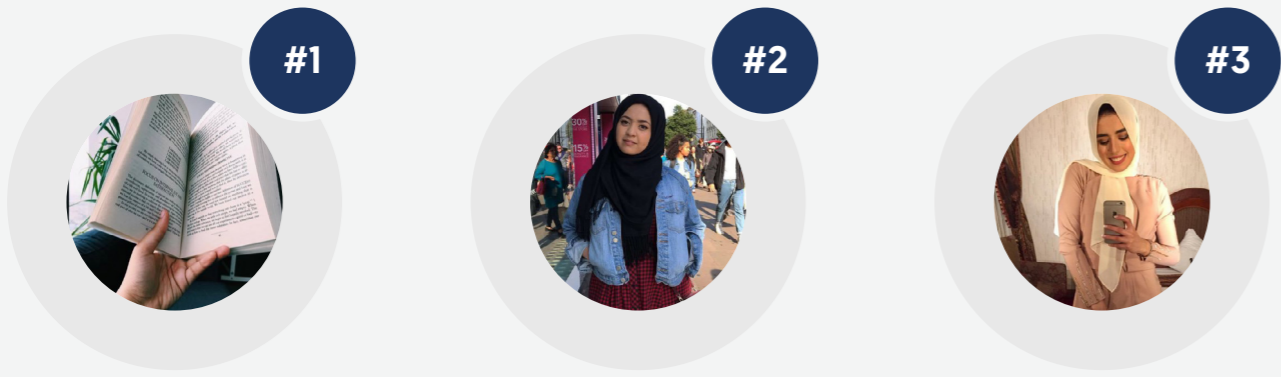


Top Influencers

Twitter

This is a list of the influencers that received the highest number of interactions on posts they published about ride-hailing

Female



Leena Anwar
@leenaanwar

26.65K
interactions

Walaa Quisay
@WalaaQuisay

10.6K
interactions

@SalmaaHamada

5.50K
interactions



Imad Lahad

Global Co-Lead, Digital Practice
APCO Worldwide

How did social media change in 2018?

The rise of live videos

Live videos thrived in 2018. More brands, organizations and influential figures are beginning to take advantage of the increased engagement rates of live streaming. According to a Brandlive and IBM Cloud Video report, social media videos will comprise as much as 82% of all internet traffic by 2020. As such, nearly 95% of brand retail executives made live video an integral part of their marketing strategies last year.

The influencer landscape is changing in favor of micro-influencers

Qualities such as loyalty, trust, brand relevance and in some instances, a 60% higher engagement rate than mega or macro influencers have shown brands to put more of their trust into micro – influencers. Micro - influencers also do not demand as hefty a fee as mega or macro- influencers which when budgets are tight, is always going to be preferred by marketers. Moreover, the rise of media monitoring tools as well as the implementation of UAE's new legislature means influencers need to acquire an office trade license to operate. With this, we see the landscape shifting drastically towards a more localized, authentic and experience - based investment.

Instagram is rewriting the rules

Instagram's curious layers and options of user interactivity made it the leading social media platform in 2018. With the updates on highlights and interactive features in stories like the polls, questions and countdowns added to the functions of the platform, there's been a move by corporate and serious business groups to use Instagram in favor of other platforms that previously held sway in the business social media world like Twitter and Facebook.

Which new marketing techniques and tactics occur in 2018?

Chatbots

Chatbots took the year by storm across social media platforms. The fact that they can upsell with minimal expenditure on cost and human capital is something marketers capitalized on last year. So much, so that 80% of marketing executives are planning to use chatbots to increase their brand's interactivity by 2020 according to a survey by leading marketing executives. A report by Grand View Research showed the global chatbot market is expected to reach \$123 billion by 2025. Some estimates even go as far as to say that chatbots will save the healthcare and banking sector up to \$8 billion per year by 2022.'

Targeted Native Advertising

Facebook has more than six million advertisers across its platform. Instagram right now, has more than three million paid advertisers. For brands, this is a win-win. The information provided by users on social media platforms allows brands to target them with specific advertising content that is tailored to the content they have a propensity to consume. It's a simple fact of evolution that social media ad budgets will eclipse newspaper advertising expenditure in the very near future.

What will keep on rising in 2019?

Live video

Live video will continue to grow unabated. The fact that it introduces the human element to digital marketing which many said was missing from faceless social media campaigns, means it engages consumers better than traditional social media and, what's most important, it increases the overall viewing time of each user.

What will be really interesting to see is how other niche platforms with community followings use live video in their marketing approaches. For example, I can't imagine it will be long before LinkedIn launches a live streaming concept that allows business professionals to showcase their companies, brands and industries in the interactive kind of format that users are clearly demanding.

New platforms

Beyond current platforms, we should also look out for new platforms that optimize artificial intelligence for a smart approach to marketing. For instance, at Apco Worldwide's Dubai office the launch and operation of our – and the world's first – AI Comms Lab not only allows us to analyse user behavior, and understand perceptions towards brands and content, but it allows us to redirect the human component away from data analysis and into creativity. And this is where the industry will go: with an emphasis on new, creative approaches content that is informed by AI, smart technologies which will inevitably lead to new platforms.



Mustafa Sharara

CEO
Excuse My Content

What are the most interesting trends of 2018, in your opinion?

Tiktok was the boom in 2018. Many people and companies started focusing on this platform. As a producer, I knew about the platform from a client, then realized that many types of video content were hosted on it.

Vertical Stories boomed too, so clients would post them on Instagram and Snapchat. It seems like these videos get more engagement than conversions.

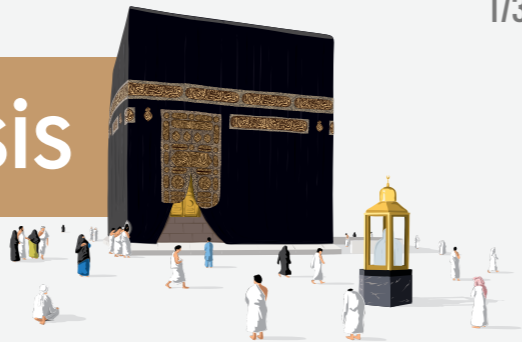
Jingles and pop songs [sha'abi songs] were in most of the successful advertisements last year. Mohamed Ramadan is proof of that. For example, Vodafone's songs proved to be a huge success: they even penetrated social events such as weddings and parties. In a nutshell, they were as popular as regular songs.

What are your predictions for 2019?

People are seeking value rather than just entertainment. Advertisements with messages are more shareable than just entertaining content. In 2019, there will be content with more value, as users and audiences become more selective with what they expose themselves to. Our market will no longer be fascinated with high production, it will be more focused on the core message included in videos and content.

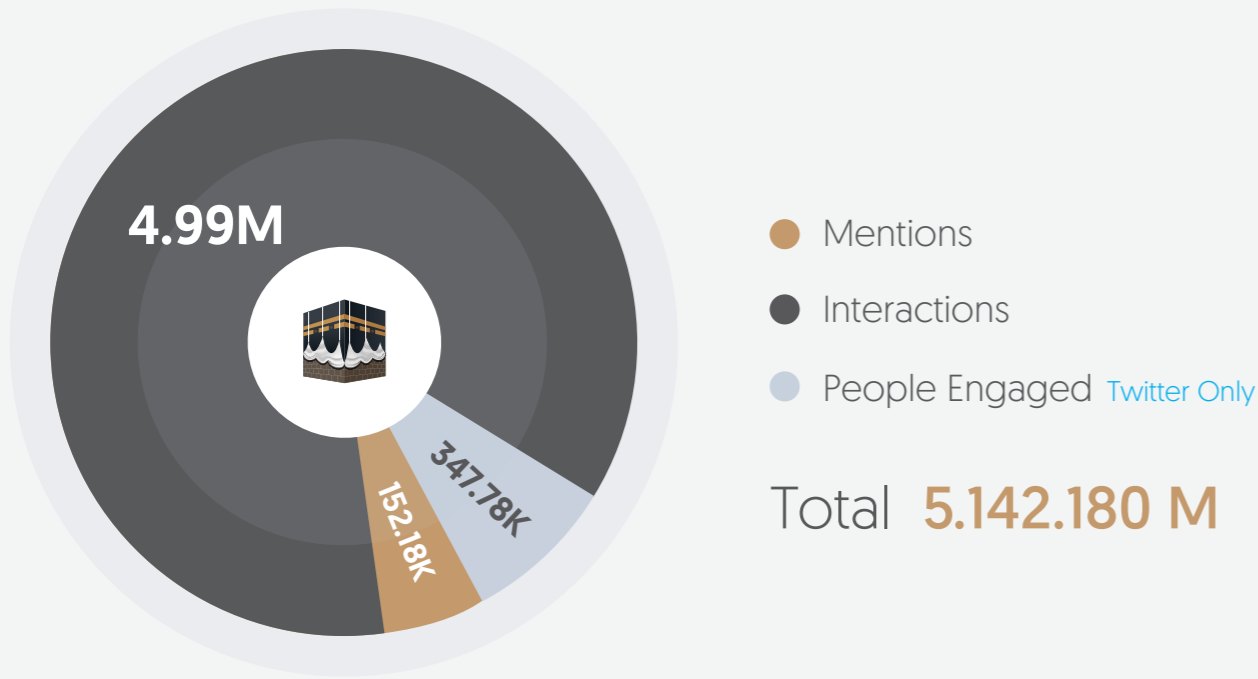
I expect small agencies to create booming advertisements more than big agencies. I've noticed that clients aren't concerned about technical excellence anymore, it's all about creativity and content creators. The greatest advertisement in my opinion is Apple's advertisement, which is a proof that simplicity and creativity are key to creating interactive advertisements.

Hajj Special Analysis



Time Frame — Aug 18th 2018 till Aug 25th 2018

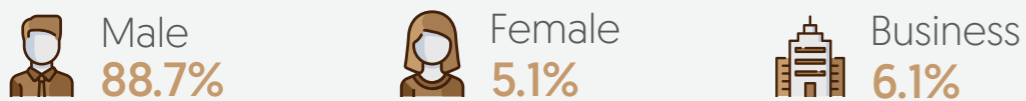
Overview of Hajj Activities



Which networks were the most active? [Twitter](#)

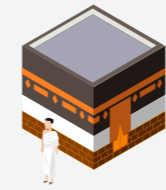


Who contributed most to the buzz? [Twitter](#)



Most mentioned regions

This section monitors the most mentioned areas in and around Mecca.



#1 Mecca 21%

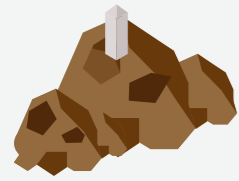
The most popular trending region. There were many mentions of Mecca by the pilgrims and avid social media followers alike, especially that Ka'aba is regarded as a symbol for the whole hajj experience.

Aug 19th and Aug 20th



Top Posts [Twitter and Instagram](#)





#2 Arafat 21%

The most popular trending region. There were many mentions of Mecca by the pilgrims and avid social media followers alike, especially that Ka'aba is regarded as a symbol for the whole hajj experience.



Top Posts Twitter and Instagram

ملصور الرقبية @M_ALROKIBH

أعظم قصة إحسان تلك التي تقوم بها المملكة العربية السعودية ممثلة بـ [#وزارة_الصحة](#) أن الحاج إذا كان يغيوبة يكتشف حينما يفيق ان الوزارة قامت بتصعيده الى عرفة بسيارة اسعاف برفقة طاقم طبي متكامل ورمي الجمرات عنه وإكمال حجه. شاهد هذا المقطع لتشعر بالفخر [#العالم_في_قلب_المملكة](#)

A Jordanian woman gave birth to the baby in Arafat during Hajj

socialgazette • Follow

socialgazette A baby was born on #Monday at the Jabal Al-Rahma Hospital in #Arafat while #Muslims pilgrims performed the #Hajj 🇸🇦🇸🇦🇸🇦

romazahiri MashAllah ♥️
simran1519 Mashaallah how lucky this baby
azlztahira Mashallah
aribafatima101 Ma Sha ALLAH .. ALLAH PAAK naseeb achy kre 🇸🇦🇸🇦
nasima_ali_alam @legoistan you're wrong. A woman can travel up to the end of her 35th or 36th weeks of pregnancy (depending on the airline) with approval from a doctor if she is

12,724 likes
AUGUST 21, 2018



#3 Mina/Mena 12%

According to the significance of the area and the time spent in it, Mina is the third place Muslim pilgrims go to, and it is the third most significant area.

Top Posts Twitter and Instagram

أخبار السعودية @SaudiNews50

فيديو ..
خادم الحرمين الشريفين خلال وصوله منى للإشراف على راحة ضيوف الرحمن.
[#السعودية](#) [#العالم_في_قلب_المملكة](#)

11:10 PM - 20 Aug 2018

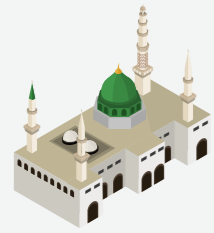
2,353 Retweets 3,652 Likes

nichelifestyle • Follow

nichelifestyle A sandstorm with rain hit Mecca two days ago. The heavy rain was accompanied by gusts of wind. After performing rites of Hajj: people shifted to the tent city in #Mina. #Hajj2018 @almekkah_almadinah

sOnu_rajput.Official ma sha Allah 🇸🇦🇸🇦
amna.ahsan.790 MAA.SHAA.ALLAH
amna.ahsan.790 Subhan ALLAH
sufyan_aamir Kindly let me know how is it even possible the work with gold wire is of 24 kgs and there are large hooks for the gripping! Still cant understand like how is it possible???

68,041 views
AUGUST 20, 2018



#4 Al Madinah 4%

The highlight of Madinah-related posts was the Saudi health authorities facilitations for patients' commute from Madinah hospitals to Arafat hospitals so they complete their pilgrimage.

August 20th



Top Posts Twitter and Instagram

أحمد الرباعي
@ahmadalrabai

Follow

هذه السيارات تحمل داخلها #الحجاج الذين وصلوا المدينة المنورة ولم يستطيعون مواصلة تأدية الحج لمرضهم! السعودية لم تتخلى عنهم بل نقلتهم بهذه السيارات المجهزة لاستكمال مناسك حجهم .. "ماباقي إلا تلبس المحرم إحرام"

#السعودية_العظمى

Translate Tweet

0:40 419K views

8:25 PM - 21 Aug 2018

3,526 Retweets 3,725 Likes

haramain_photo • Follow

اللهم صل وسلم وبارك عليك يا سيدي يا رسول الله - مشاهد جميلة للمسجد النبوي في المدينة المنورة بالسعودية - يارب ارضتنا زيارة عاجلة لا #المسجد_النبوي_الشريف 1439 #حج1439 #ذوالحجة1439 #hajj1439 صور من حج 1439 اجزاء الحج

5,936 likes

AUGUST 26, 2018

Add a comment...



#5 Mozdalefa 3%

Most of the conversation revolving around this region was about the pilgrims' successful experience of hajj, having completed most of the challenging rituals of hajj.

Aug 19th and Aug 20th



Top Posts Twitter and Instagram

أخبار السعودية
@SaudiNews50

Follow

شاهد بالفيديو .. ملايين الحجاج في مزدلفة .. هدوء وسكينة .

#مزدلفة_العالم_في_قلب_المملكة
#شكرا_أبطال_الحج

Translate Tweet

0:07 109K views

10:58 PM - 20 Aug 2018

515 Retweets 643 Likes

38 515 643

Tweet your reply

ajelnews24 • Follow

مشاهد رائعة وجميلة لـ #ضيوف_الرحمن أثناءمغادرتهم مشعر #عرفات الطاهر بعد غروب الشمس متجهين إلى مشعر #مزدلفة

تصوير: أحمد حاضر الحج

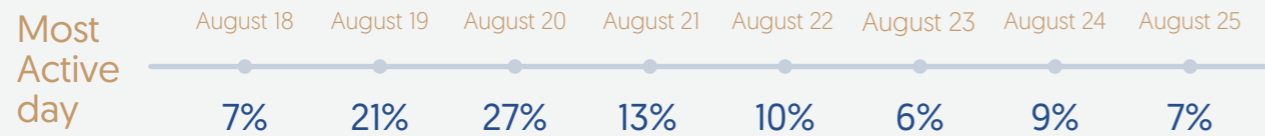
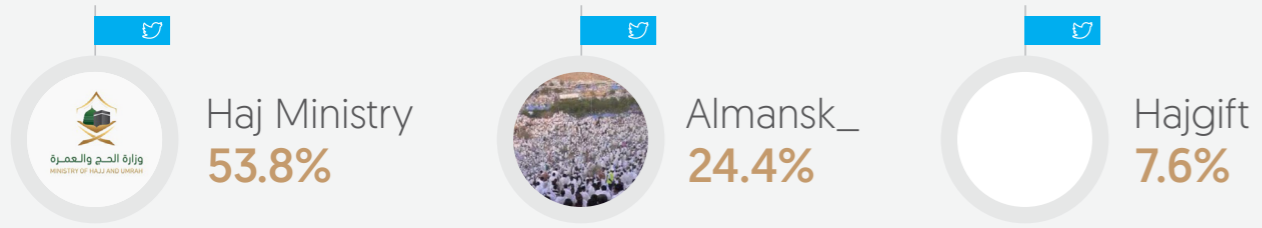
15,971 likes

AUGUST 21, 2018

Add a comment...

Most active official page

This section's data is based on monitored ministries services authorities' social accounts.



Top Post on the 20th of August

What an act of kindness during #Hajj: Husband of this pilgrim made her cardboard shoes after she lost her sandals. When a #Saudi security officer saw this he rushed and gave her his own shoes! V @MadinahDate

divamagazinepakistan The #Kiswa of the #holy #Kaaba in #Makkah blew out of its place due to heavy winds while #Muslims from around the world were performing the annual Hajj rituals

Ramadan 2018



Time Frame — May 17 - June 17
 Region — Middle East and North Africa

General information

Series + Ads + Programs	Interactions
109	26.7M
New Stories	Online users identified
700k	577k

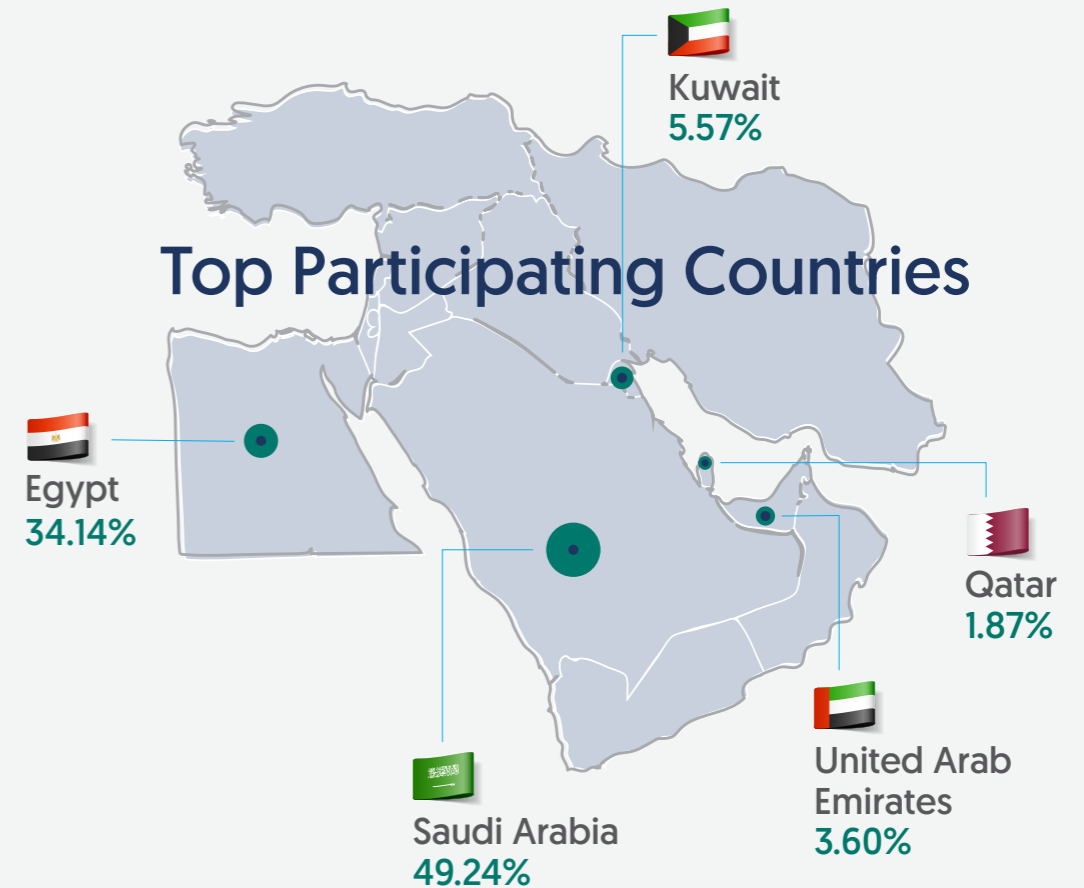
Gender Participation



Language



Top Participating Countries



Top Series in the MENA Region

#1	Al Asouf	24.4%
#2	Nisr Al Sa'eed	7.3%
#3	Awad Ab An Jad	7.1%
#4	Layali Euginie	6.3%
#5	Ayoub	5.7%

Top TV Shows in the MENA Region

#1	Majmoue't Insan	80.5%
#2	Ramez Taht Al Sifr	9.7%
#3	Min Al Sifr	5.5%
#4	Al Sadma	1.7%
#5	Taly Al Lail	0.3%

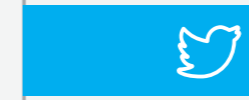
Top Advertisements in the MENA Region

#1	Zain - Al Quds	46.5%
#2	500500	9.8%
#3	Al Garhy	7.8%
#4	Magdy Yacoub Foundatio	6.2%
#5	57357	5.9%

Top Active Twitter Users

By number of followers

Amr Khaled



Amr Khaled  @amrkhaled Following

احفظ هذا الدعاء وردده كلما أصابك هم أو غم.
من برنامج رمضان **#السيرة_حياة**

Translate Tweet



1:05 41.7K views

9:30 PM - 6 Jun 2018

335 Retweets 1,030 Likes

60 335 1.0K

Tweet your reply

ريم الهاجري @san3at_alnaja7 · 6 Jun 2018
Replying to @amrkhaled

الحمد لله الذي خلقني ولم يك شيئاً
اللهم أعني على هول الدنيا ومصائب الليالي والايام اللهم لك ذلنتي وعلى طاعتك اعني
والى خلقك لاتكلمي واليك ربي حبيبي
وصلاتي على النبي الأمين وآله وصحبه أجمعين

Translate Tweet

2 8

1.0K

335

60

Top Active Twitter Users By number of followers

Ahlam



A7lam أحلام @AhlamAlShamsi Follow

#احلام_في_مجموعة_انسان مع الاعلامي
#علي_العياني تابعونا

12:41 AM - 25 May 2018

240 Retweets 1,115 Likes

448 240 1.1K

1.1K
240
448

Top Tweets

Amir Karara



Amir Karara @AmirKarara Following

صلاح لا حرك هيرجع يا ابو صلاح
#سليم_الانصاري
#سليم_الانصاري_هينتقم
#كلبش2
#امير_كراره

9:04 PM - 27 May 2018

1,983 Retweets 11,832 Likes

Mohamed Salah

413 2.0K 12K

12K
2.0K
413

Top Tweets

Mido



Mido @midoahm

Following

اعلان مستشفى ٥٠٠٥٠٠ بتاع احمد ذكي جميل جدا..

7:18 PM - 30 May 2018

407 Retweets 12,559 Likes

Tweet your reply

Ahmad Mahmoud @Ahmad_mahmoud · 30 May 2018

Replying to @midoahm

واووووو فر جدا!! تتبرع علشان تعمل حاجة لاحمد زكي وكل ممثل من دول واحد بلاوي لو اتبرعو بيها هيعملو لاحمد زكي وعيلته وكل اللي يعرفهم

3 11

Mido @midoahm · 30 May 2018

معلوماتك غير صحيحه مفيش ولا نجم بياخد أي مقابل في الإعلانات دي!! ليه سوء الظن بالناس؟

3 1 28

Ahmad Mahmoud @Ahmad_mahmoud · 30 May 2018

كنا سمعنا كل الكلام دا قبل كذا ع اعلانات كتير زي دي زي اعلانات ٥٧٣٥٧ وامثالها وتكتشف من الصحف ان فعلا الممثلين اخدو رواتب فا اكيد مكش نفسنا نسي الظن بس الحقيقه بتوجعنا في النهايه .

2 4

Mido @midoahm · 30 May 2018

مفيش أي حد بياخد مليون واحد!!

13K
407
264

186

Top Tweets

Mohamed Al Ehaidib

محمد الأحيدب @alehaidib

Follow

(عطني كلونيا أشربه وأنسي هموم الدنيا) عبارة سخيقة يوحى بها #عوض_أبا_عن_جد للصغار والشباب أن شربه ينسي الهم! الدولة بكل قواها تحارب المخدرات والكحول وهؤلاء الصبية يعبثون! أوقفوهم (في أمريكا لاتعرض لقطات التدخين في الأفلام) للعلم الكلونيا سبب لتليف الكبد وتلف المخ والأعصاب والبصر

11:07 PM - 23 May 2018

9,024 Retweets 2,767 Likes

1.4K 9.0K 2.8K

Tweet your reply

Turki Bin Dakhil @TurkiBinDakhil · 24 May 2018

Replying to @alehaidib

بحكم عملي كطبيب عيون ، فلقد رأيت اشخاص فقدوا بصرهم بشكل مفاجيء و دائم بسبب الكلونيا. بدلاً من توعية شباب الوطن ، للاسف هذا المسلسل يروج لهذة الاشياء

2.8K
9.0K
1.4K

STATE OF SOCIAL MEDIA '19

APCO WHITWIRE Crowd Analyzer

APCO WHITWIRE Crowd Analyzer

Ch.03

Influencers in the Middle East



Influencer marketing is one of the most dominant and rising forms of marketing companies and agencies employ. The MENA region has a large number of local and regional influencers. This section will highlight the top ten influencers in the UAE, KSA and Egypt in different categories. This section is not extracted from Crowd Analyzer, it is provided by Socialbakers.



Society Pages

Total Number of Followers 6 Month growth rate

01		Bab Rizq Jameel	1,465,577	-0.76%
02		Saudi Ministry of Education	1,116,926	-0.13%
03		Saudi Ministry of Labour	858,209	-0.13%
04		Absher	774,320	-0.36%
05		Khushhal Pakistan	709,132	20.01%
06		Ministry of Health	599,279	5.24%
07		Scientific Saudi	517,256	-1.21%
08		Tahfeez Quran	513,612	-0.94%
09		Ministry of Foreign Affairs	507,739	2.89%
10		Adahi Pro	357,452	36.67%



Celebrity Pages

Total Number of Followers 6 Month growth rate

01		Aid al-Qarni	16,447,344	1.14%
02		Ahmad AlShugairi	14,374,907	-0.76%
03		Turki AlShaikh	4,976,679	43.71%
04		Jassem al Mutawa	2,045,516	4.69%
05		Abu Abdissalam	1,768,929	-0.31%
06		Dr.Muawia Aoliwi	1,534,376	3.58%
07		Reem Abdallah	716,321	-0.59%
08		AbudlRahman Al Sudais	689,180	-0.58%
09		Ahmed Bin Abdulrahman	596,037	-1.49%
10		Abdelaziz Turki AlFaisal	343,735	-0.96%



Society Accounts

Total Number of Followers 6 Month growth rate

01		King Salman	7,306,221	4.38%
02		Naser Al Omar	6,141,148	-8.20%
03		Azzam AlDakhil	5,556,227	-5.28%
04		Saudi Press Agency	4,278,975	-1.32%
05		Faisal Bin Turki	3,427,742	-9.10%
06		Dr. Tawfiq Al Rabiah	3,138,242	-1.20%
07		Ministry of Interior	2,746,214	3.34%
08		Adel Aljubeir	2,722,131	-0.47%
09		Ministry of Education	2,173,030	3.76%
10		Ministry of Foreign Affairs	2,108,2120	69%



Celebrity Accounts

Total Number of Followers 6 Month growth rate

01		Muhammad Al-Arifi	20,836,675	-3.87%
02		Aid al-Qarni	18,726,717	-2.86%
03		Ahmad AlShugairi	17,946,785	-1.32%
04		AlWaleed Bin Talal	10,392,809	1.86%
05		Abdulrahman bin Musa'ad	7,697,282	-3.65%
06		Sami AlJaber	7,158,987	-2.63%
07		Waleed Al Farraj	6,850,942	-2.57%
08		Saleh Al Maghamsi	6,722,590	-4.83%
09		Tariq Al Habeeb	6,720,617	-2.96%
10		Yasser Al Qahtani	6,352,908	-3.96%



Society Pages

Total Number of Followers 6 Month growth rate

01		His Highness Sheikh Mohammed bin Rashid	3,835,225	1.43%
02		Sawab Center	3,506,777	23.18%
03		Hamdan bin Mohammad	2,151,124	1.43%
04		Heriot-Watt University Dubai Campus	1,266,104	330.50%
05		Hotcourses	954,392	5.80%
06		Ministry Of Interior	745,655	5.71%
07		Yusuff Ali M.A	695,501	3.31%
08		RTA Dubai	678,314	2.44%
09		The UAE Ministry of Human Resources	631,721	6.15%
10		Dubai Police	608,863	2.12%



Celebrity Pages

Total Number of Followers 6 Month growth rate

01		Adnan Al Kateb	8,859,138	-1.08%
02		Ahlam	7,362,916	0.84%
03		Alhabib Ali Al Jifiri	6,228,231	-0.48%
04		Hussain Al Jassmi	6,070,819	-0.07%
05		Chef Osama	4,218,436	0.13%
06		Dr.Moutaz Kokash	4,043,709	-0.84%
07		Joelle Mardinian	2,654,221	-0.44%
08		Omar Borkan Al Gala	2,432,535	-0.54%
09		Ahmed Bukhatir	2,305,871	-0.53%
10		Wonho Chung	1,760,723	-1.09%



Society Accounts

Total Number of Followers 6 Month growth rate

01		HH Sheikh Mohammed bin Rashid Al Maktoum	9,392,867	0.52%
02		Sheikh Hamdan Bin Mohammed Bin Rashid	3,697,668	-1.06%
03		Dhahi Khalfan Tamim	2,633,218	-2.47%
04		Mohammed bin Zayed Al Nahyan	2,128,781	3.93%
05		Saif bin Zayed Al Nahyan	1,873,908	1.60%
06		Dubai Police	1,551,232	0.98%
07		Mansour bin Zayed Al Nahyan	1,263,979	2.97%
08		Roads and Transport Authority	968,881	1.07%
09		Anwar Gargash	885,463	9.88%
10		US Department of State's Arabic Media Hub	797,412	7.97%



Celebrity Accounts

Total Number of Followers 6 Month growth rate

01		Ahlam AlShamsi	8,825,456	-3.02%
02		Hussain Al Jassmi	6,220,699	-5.93%
03		Mustapha Al Agha	4,496,490	-9.13%
04		Faris Awad	4,461,246	-0.10%
05		Balqees Fathi	2,871,300	-5.67%
06		Shamma Hamdan	2,699,550	-9.07%
07		Alaa Saeed	2,284,582	-9.46%
08		Lara Setrakian	1,769,572	-1.24%
09		Lojain Omran	1,253,891	1.13%
10		Mohammad Abu Obeid	1,221,645	-4.80%



Society Pages

Total Number of Followers 6 Month growth rate

01		Abdelattah Elsisy	7,314,657	0.20%
02		57357 Hospital	7,270,373	-0.77%
03		Egyptian Army Spokesperson Official Page	7,097,584	0.39%
04		Ministry of Interior Official Page	6,716,208	2.39%
05		Ana W Tofly Magazine	5,596,675	6.84%
06		Magdi Yacoub Heart Foundation	4,966,204	-0.69%
07		Resala Charity Organization	4,889,169	12.06%
08		Learn English British Council MENA	3,280,241	-0.49%
09		Mashroo3na	3,181,283	0.42%
10		UNICEF Egypt	2,236,242	4.54%



Celebrity Pages

Total Number of Followers 6 Month growth rate

01		Mustafa Hosny	33,006,465	0.83%
02		Amr Khaled	29,851,027	0.71%
03		Habibti Magazine	26,059,859	0.38%
04		Tamer Hosny	18,814,092	0.04%
05		Amr Diab	16,749,538	0.51%
06		Sherine Abdel-Wahab	15,328,378	-0.79%
07		Mohamed Hamaki	13,264,852	-0.60%
08		Ahmed Elsaka	12,108,041	-0.53%
09		Ahmed Helmy	12,000,739	-0.38%
10		Yasmin Abd Elaziz	11,368,381	-0.79%



Society Accounts

Total Number of Followers 6 Month growth rate

01		Naguib Sawiris	4,934,462	3.52%
02		Amr Hamzawy	4,485,780	-0.95%
03		Hamdeen Sabahy	3,370,686	-2.03%
04		Gameela Ismail	3,336,882	-0.58%
05		Ayman Nour	2,741,999	-3.78%
06		Amre Moussa	2,620,059	-8.53%
07		Mohammed Sawy	2,225,163	-2.32%
08		Abdelfattah Elsisy	2,179,348	9.31%
09		Khaled Ali	2,115,788	0.72%
10		Ahmed Al Moslemani	1,713,231	0.40%



Celebrity Accounts

Total Number of Followers 6 Month growth rate

01		Amr Khaled	10,688,069	-3.76%
02		Bassem Youssef	10,347,309	-0.34%
03		Amr Diab	9,513,026	2.38%
04		Mohamed Salah	7,469,793	15.62%
05		Mustafa Hosny	6,900,588	-2.14%
06		Hamza Namira	6,688,814	1.28%
07		Amr Waked	6,399,887	0.70%
08		Sherine Abdel-Wahab	6,172,008	-2.18%
09		Mohamed ElBaradei	5,992,892	-0.56%
10		Donia Samir Ghanem	5,536,635	8.34%

Creators and Partners of The Report

This report is a collaboration between Crowd Analyzer, Hootsuite, 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.

Roqayah Tbeileh - Head of Content Marketing - Crowd Analyzer

Mohamed Elsherif - Director of Research and Value-Added Services - Crowd Analyzer

Mostafa Hassanein - Content Creator - Crowd Analyzer

Ayaat Hefnawie, Social media research analyst.

State of Social Media '19

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



Crowd Analyzer, the leading Arabic social media listening tool and media intelligence company, 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 is a social media management platform, created by Ryan Holmes in 2008. The system's user interface takes the form of a dashboard, and supports social network integrations for Twitter, Facebook, Instagram, LinkedIn, Google+ and YouTube.



APCO Worldwide is an advisory and advocacy communications consultancy helping leading public and private sector organizations act with agility, and build organizational reputations, brands, relationships and solutions to succeed.

Methodology

This report offers a profound analysis which provides enlightening insights. 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.

Social Media Platform Insights

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

Industries Analysis

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

Special Events

Unlike last year, we made sure we covered special events that happened in the MENA region and that received a significant buzz. We used our social media listening tools to measure the impact of these events to make sure we delivered the most relevant data to our readers.

Top Influencers

Thanks to Socialbakers, we were able to complement this report with a section on the most popular influencers/celebrities in the UAE, Saudi Arabia, and Egypt. It is quite an addition for companies that would like to understand which personalities attract users in these countries.

Experts' Predictions

We made sure to include personal insights of top professional in the MENA region. These personalities have shared their expectations for 2019, and evaluation of 2018.

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.

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.



Cairo Office

📍 28, Road 7, Maadi, Cairo
✉ Sales@crowdanalyzer.com

☎ Direct Line: [2010] -64082222
📞 Landline: [202] -23782227

Dubai Office

📍 Loft Building 1, Entrance C, Office 210, Dubai Media City
✉ Sales@crowdanalyzer.com

☎ Direct Line: [971] -558717893
📞 Landline: [971] -44511555