
THE STATE OF THE INDUSTRY: MOBILE MARKETING IN THE MIDDLE EAST



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Budgets



Strategy



Innovation

132 marketing and advertising professionals from 10 markets across the Middle East

Key Insights

At present, mobile is most commonly assigned **10% or less** of marketing budgets in the Middle East. This is currently the case for **58%** of respondents. However, almost all respondents believe their **budgets will rise in both the short- and mid-term**, with the majority expecting to see **growth of up to a quarter**.

Some of this growth may be driven by media inflation. **46%** of respondents believe the cost of securing mobile ad space in the Middle East has **risen over the last year**.

A lack of mobile friendly sites (**36%**) and consumer concerns about privacy (**34%**) are considered to be the main barriers to industry growth in the region.

In cross-channel campaigns, social platforms are most frequently used in tandem with mobile marketing activities, particularly **Facebook (95%)**, **YouTube (78%)** and **Twitter (77%)**. TV is used with mobile in over half of Middle Eastern campaigns.

Key Insights

Multi-screening (72%) is regarded as the most significant consumer trend impacting mobile strategy in the region, followed by **mobile payments (55%)** and **watching video (42%)**.

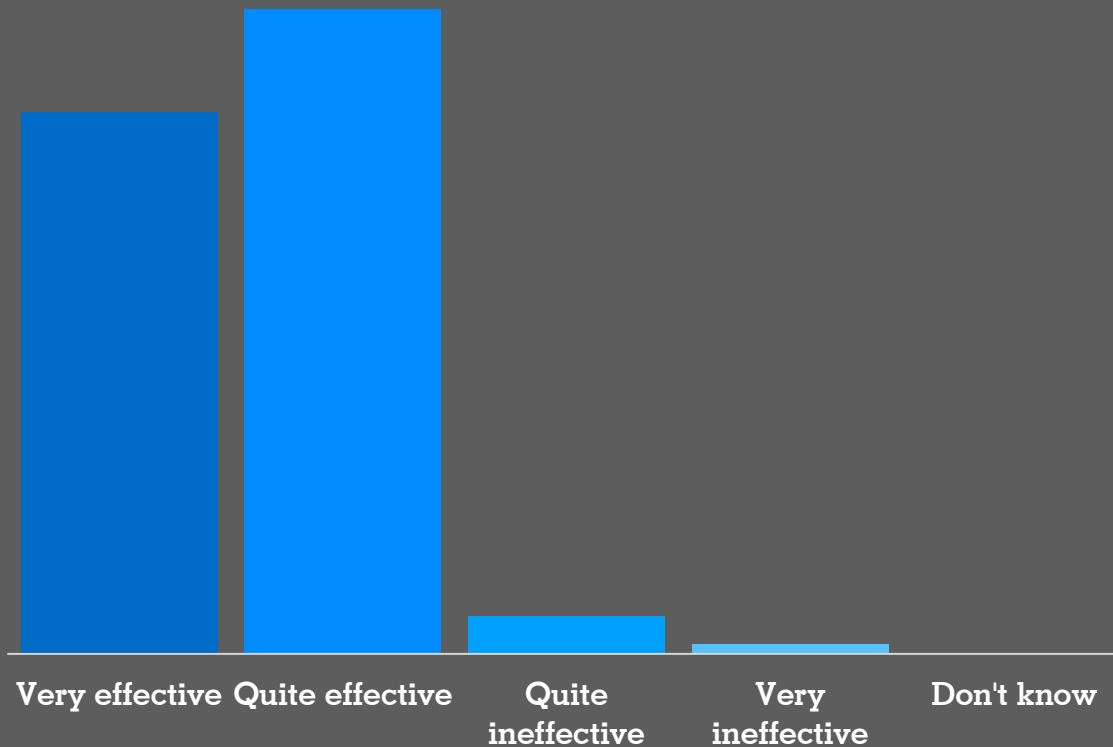
63% of all respondents intend to utilise **mobile video** in their marketing activities this year, while **59%** intend to leverage **location data**.

In five years' time, **virtual reality (43%)** and **augmented reality (41%)** technologies are expected to have come to the fore.

63% of respondents regularly trade programmatically, and **52%** currently use a **private market place (PMP)**. The most commonly cited reason for doing so is to secure quality ad inventory (**83%**).

Samsung is regarded as the most innovative brand in the mobile space in the Middle East, followed by **Adidas** and **Emirates NDB**.

Q. In your experience, how effective is mobile as a marketing channel?



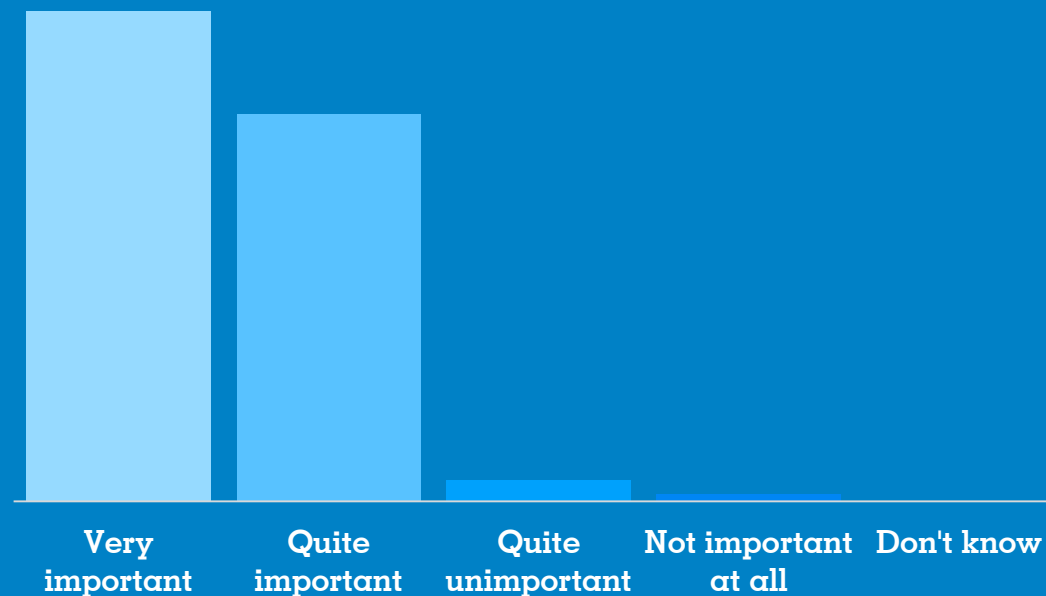
Almost all respondents

believe mobile is an effective advertising channel and agree it holds importance within their marketing strategies...

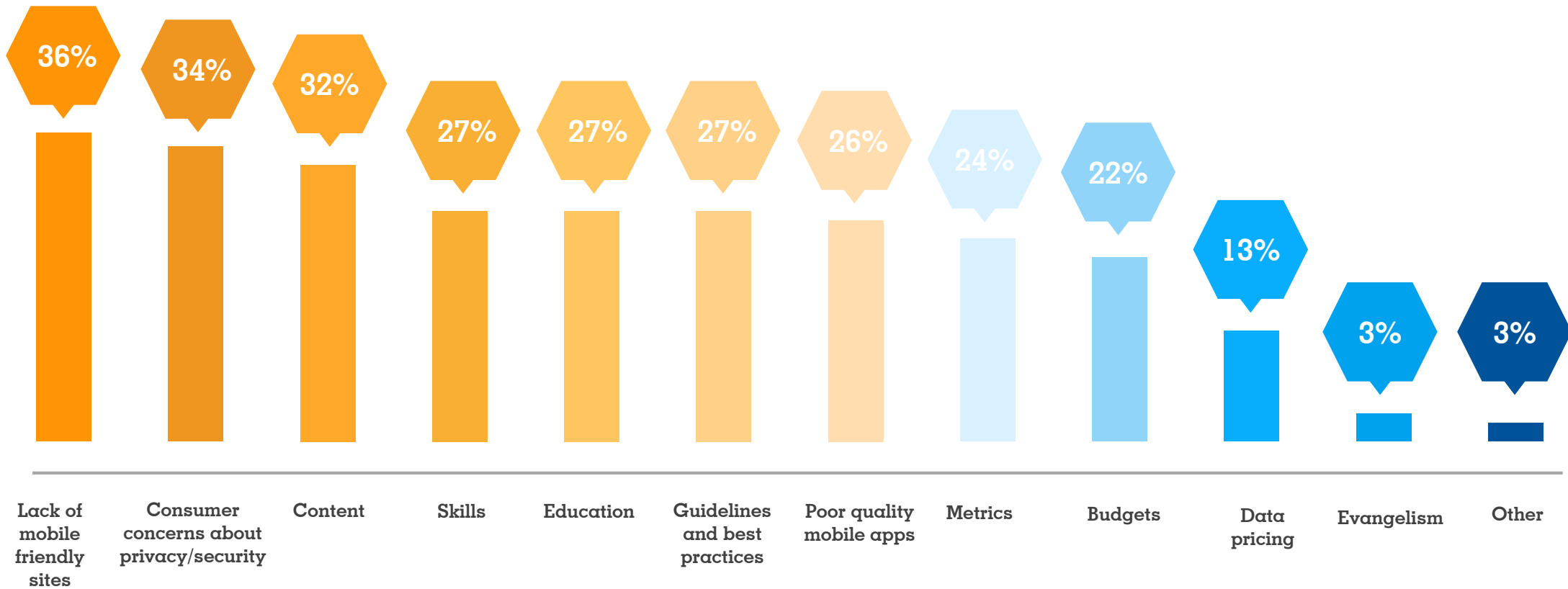
Almost all respondents

say mobile will be an important marketing tool for clients in the next 12 months.

Q. Overall, how important do you think mobile marketing (in all forms) will be for you or your clients this year?



Q. In your opinion, what are the biggest barriers to the growth of mobile marketing and advertising in the Middle East? (pick up to three)





BUDGETS

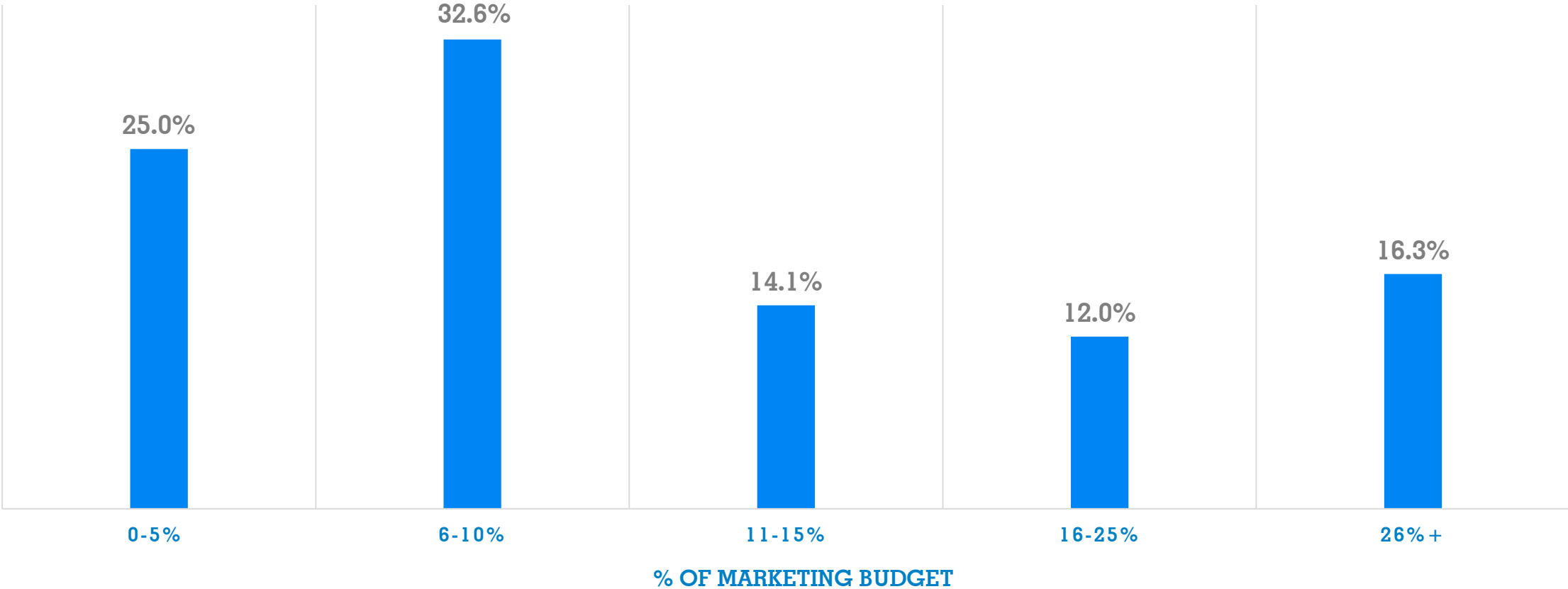
Key Insights

*At present, mobile is most commonly assigned **10% or less** of marketing budgets. This is currently the case for **58%** of respondents.*

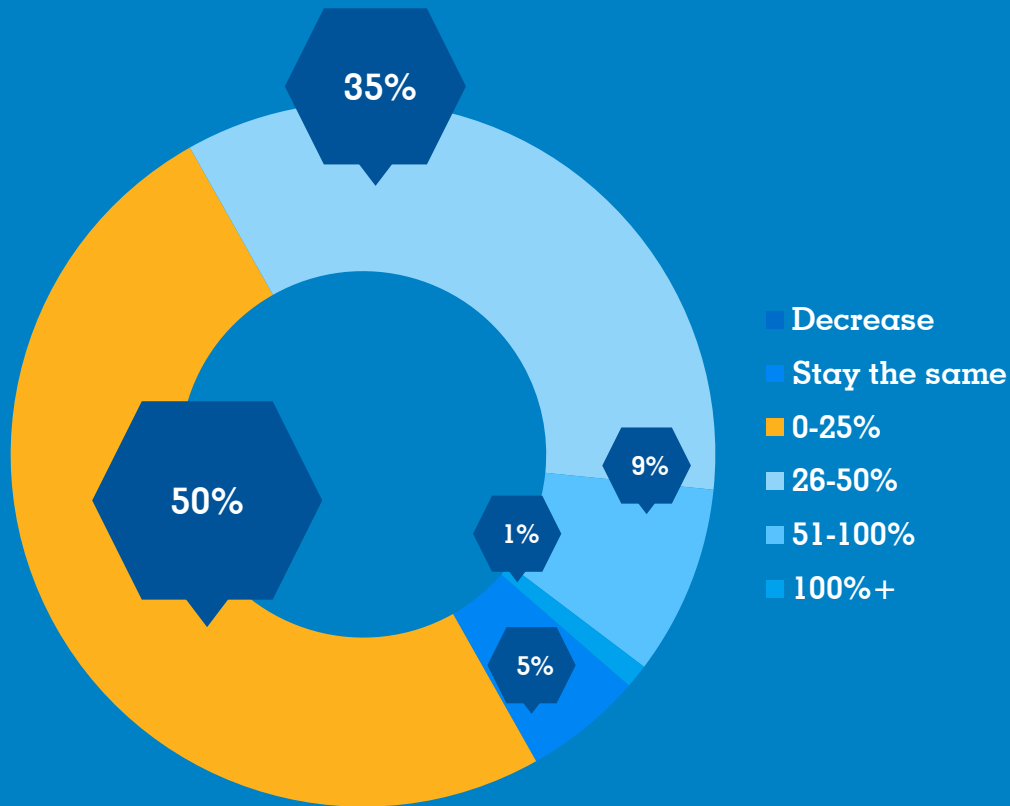
*However, almost all respondents (**95%**) believe their budgets will rise this year, with the majority (**50%**) expecting to see growth of up to a quarter.*

*Some of this growth may be driven by media inflation. **46%** of respondents believe the cost of securing mobile ad space has **risen over the last year**.*

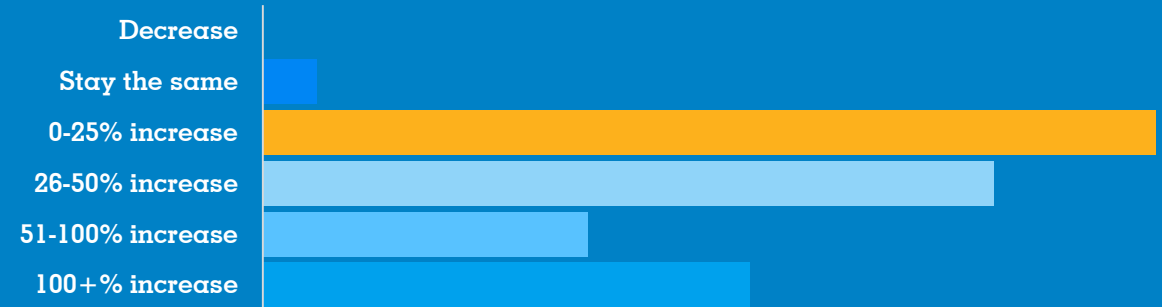
Q. What percentage of your/your clients' marketing budgets is currently being allocated to mobile marketing activities?



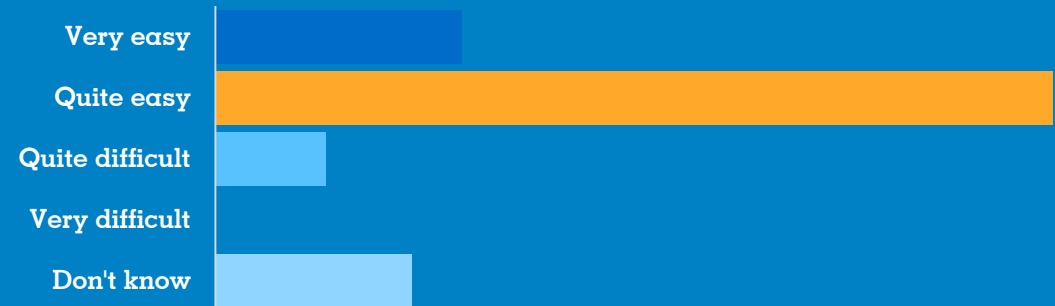
Q. How much do you/your clients expect your/their mobile marketing budgets to grow over the next year?



Q. How do you see mobile marketing budgets changing over the next five years?

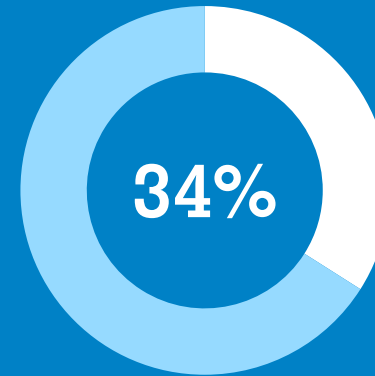


Q. How easy do you find buying mobile advertising?

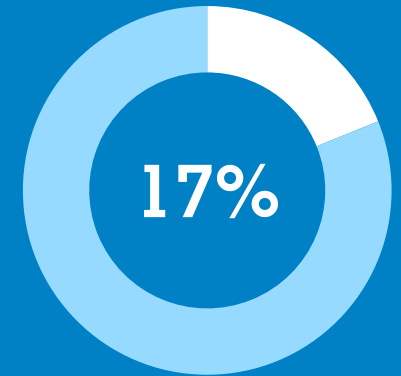


Q. In your experience, compared to last year, has the cost of mobile advertising...

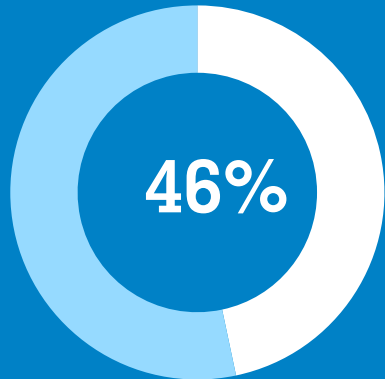
Remained the same



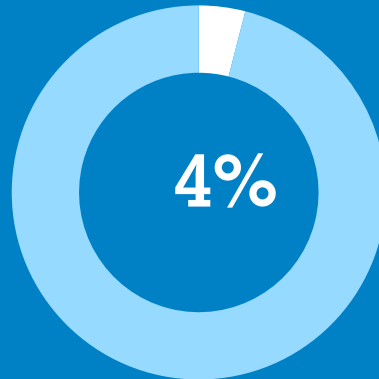
Don't know



Risen



Fallen



Nearly half of respondents (46%) believe the cost of mobile advertising has risen in the past year. While few people believe costs are decreasing, over a third (34%) believe the cost has remained the same.



STRATEGY

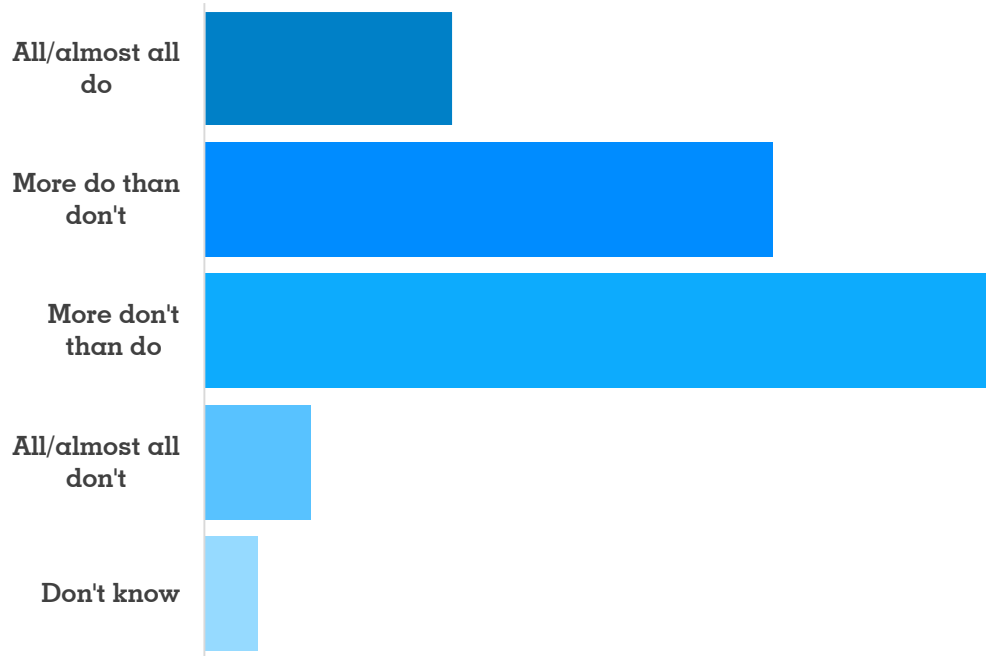
Key Insights

Most agencies believe that the majority of their clients **do not** have a formal mobile strategy in place, **yet more than half do**.

In cross-channel campaigns, social platforms are most frequently used in tandem with mobile marketing activities, particularly **Facebook (95%)**, **YouTube (78%)** and **Twitter (77%)**. TV is used with mobile in more than half of campaigns.

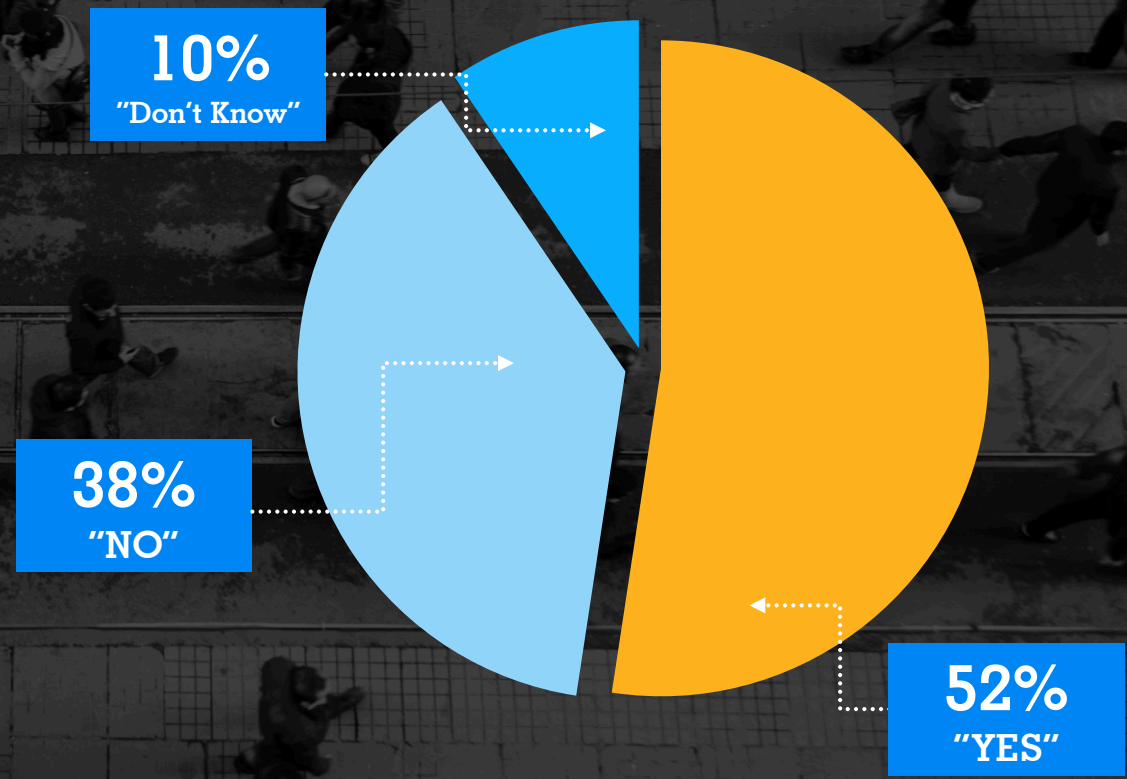
Multi-screening (72%) is regarded as the most significant consumer trend impacting mobile strategy, followed by **mobile payments (55%)** and **watching video (42%)**.

Q. Agencies, do your clients have formal mobile marketing strategies for their brands?



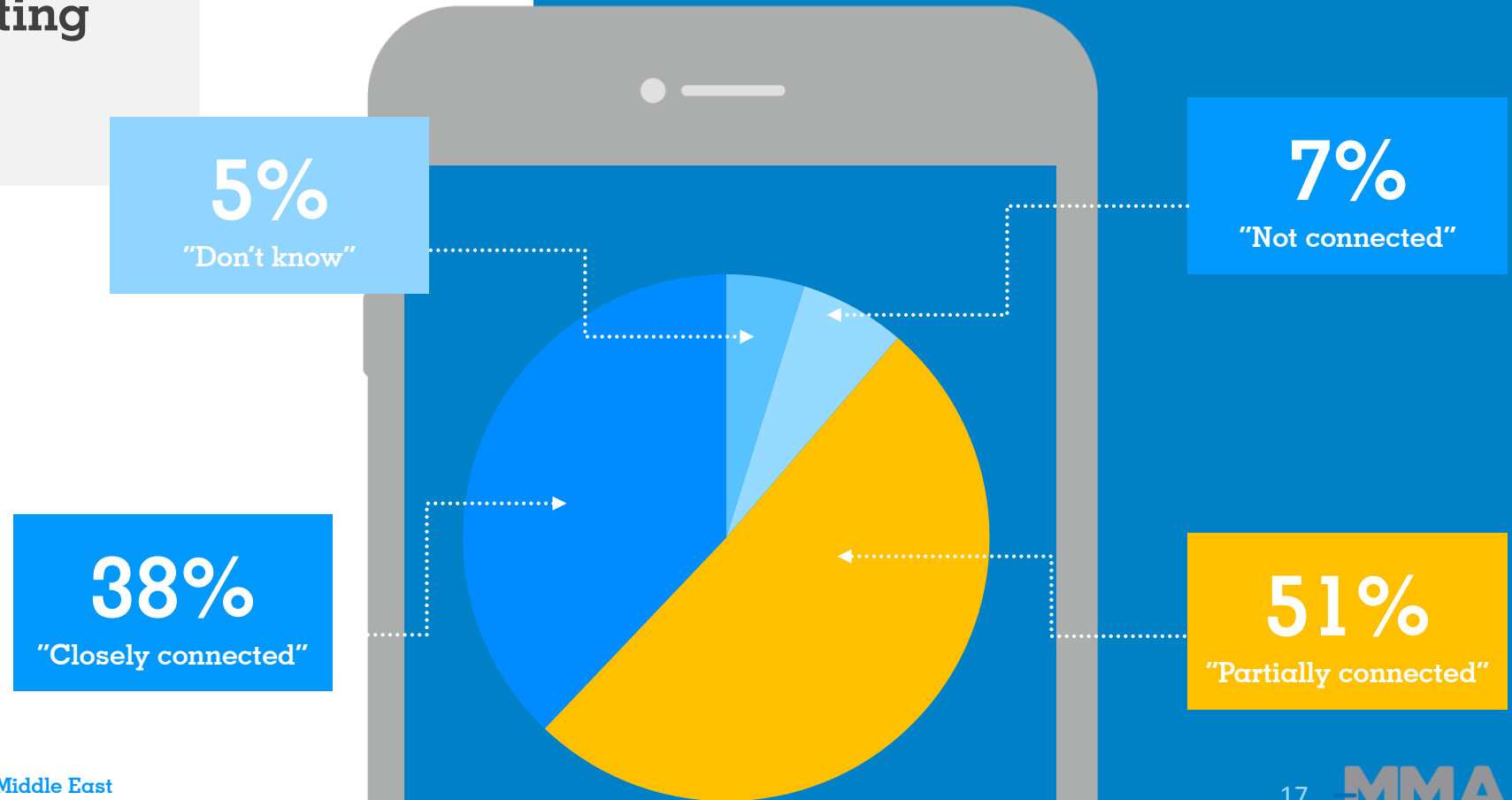
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Q. Brand owners, do you have a formal mobile marketing strategy for your brand?



Of those that have a formal mobile strategy, **58%** could be better integrated with other marketing activities.

Q. If you or your clients have a formal mobile strategy, how closely is it integrated with other marketing activities? In your opinion, is it:



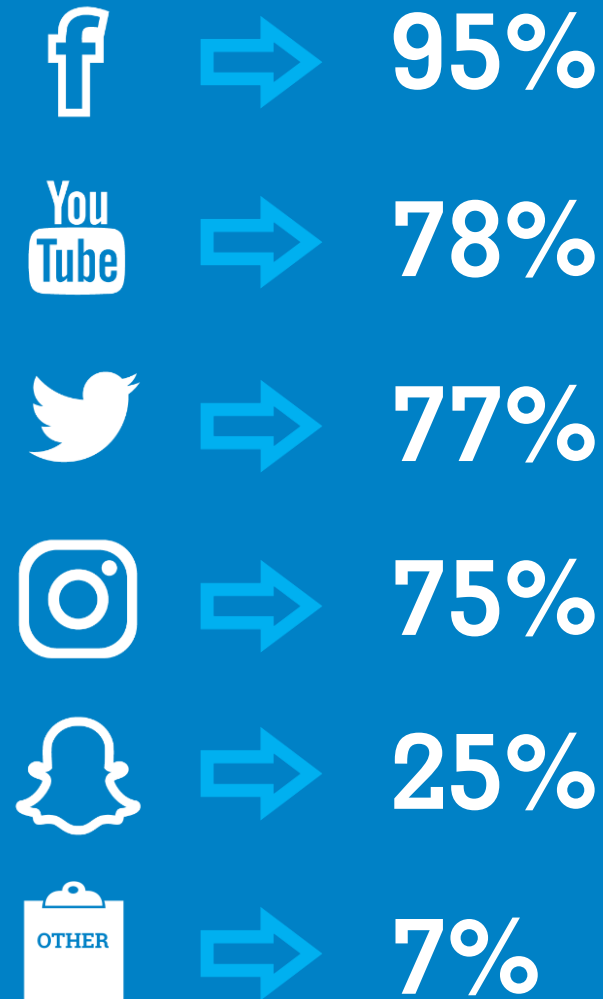


In your experience, which media channels are used most frequently with mobile? (pick up to three)

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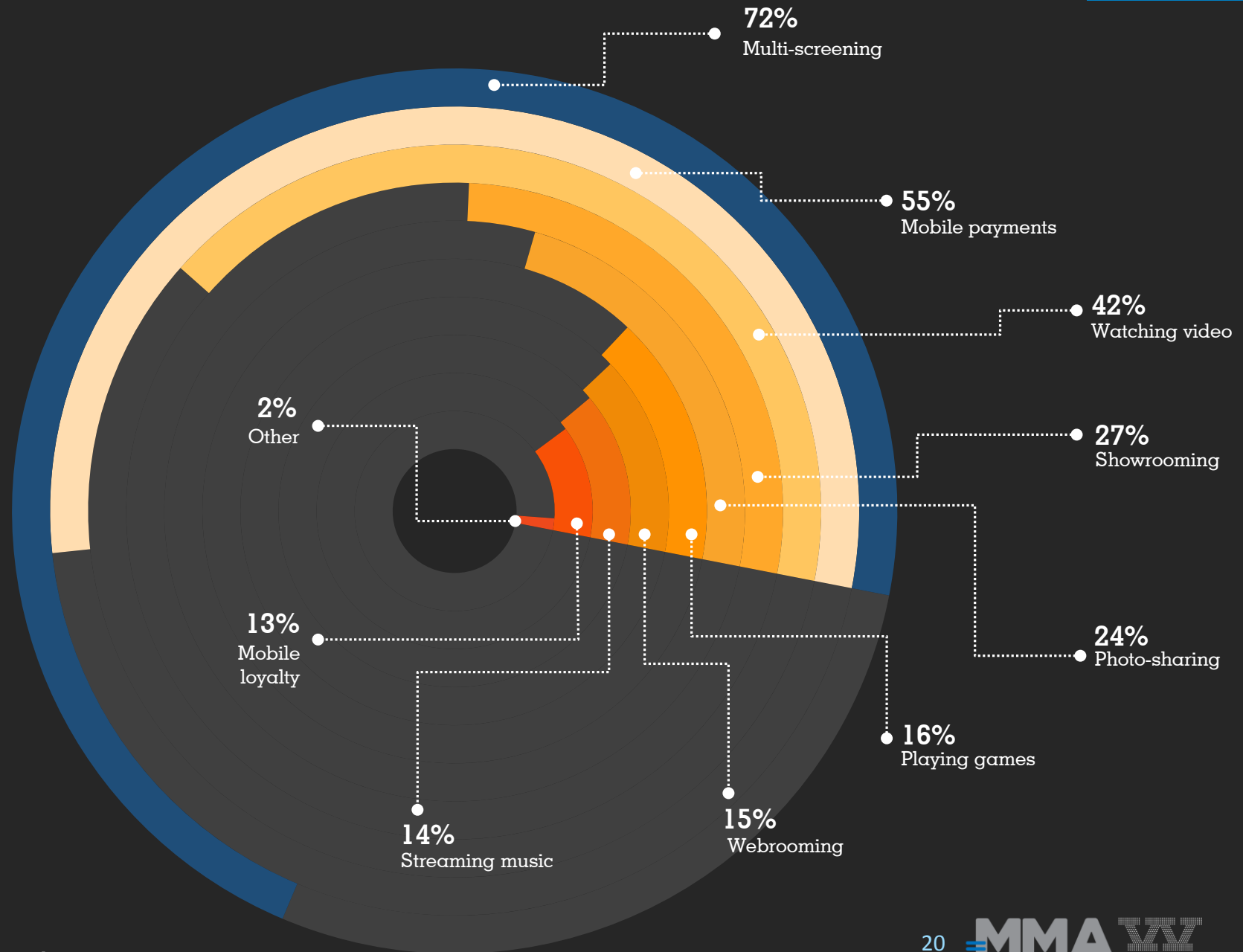
Which social media platforms have you/your clients used for mobile marketing this year?

(select as many as necessary)



Q. Of the following consumer behaviours made possible by mobile, which do you think has the most significance for the marketing industry?

(choose up to three)





INNOVATION

Key Insights

63% of all respondents intend to utilise **mobile video** in their marketing activities this year, while **59%** intend to leverage **location data**.

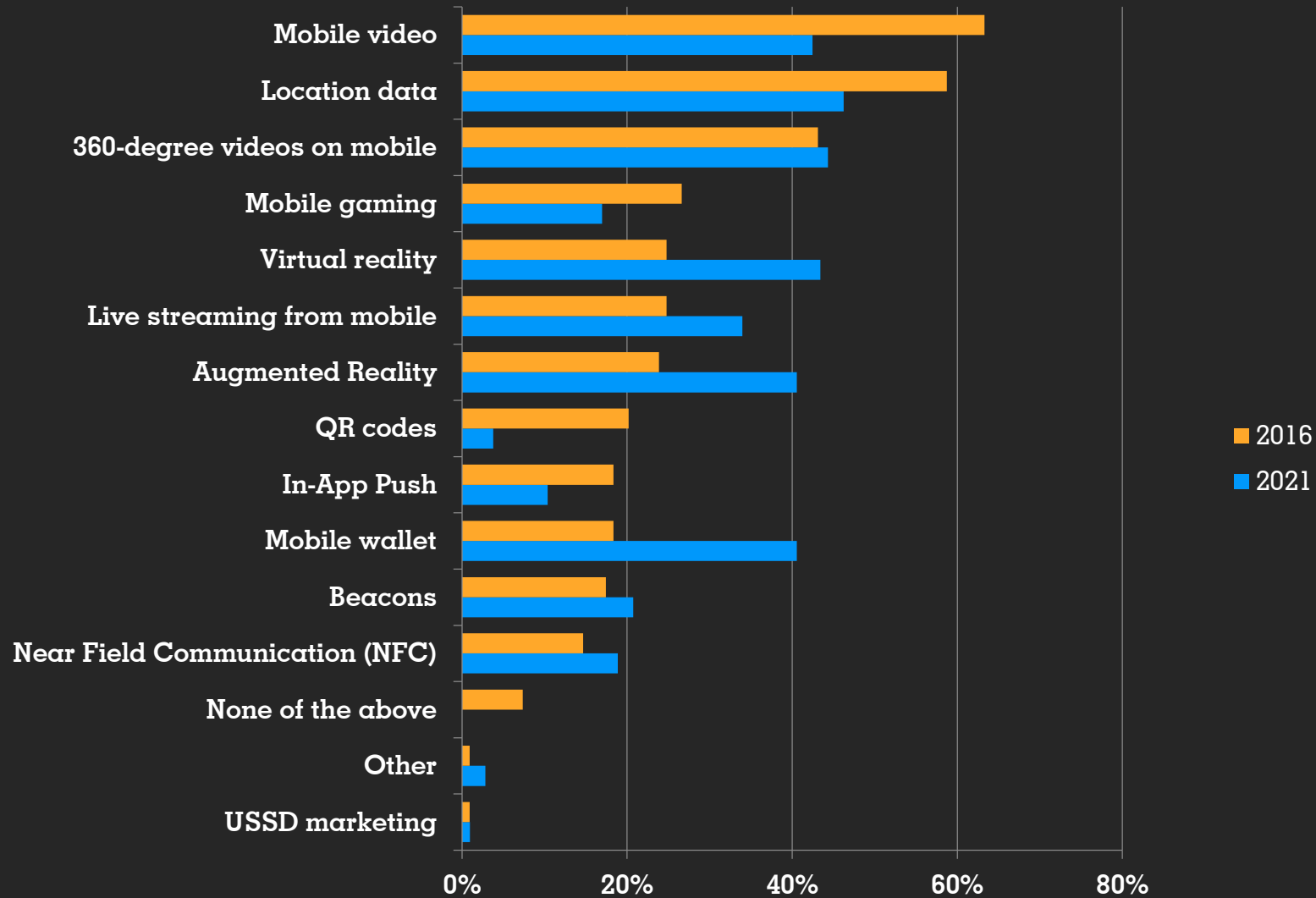
In five years' time, **virtual reality (43%)**, and **augmented reality (41%)** technologies will come to the fore.

63% of respondents regularly trade programmatically, and **52%** currently use a **private market place (PMP)**. The most commonly cited reason for doing so is to secure quality ad inventory (**83%**).









Q. Which technologies are you/your clients planning to use this year?









Which do you/your clients expect to be most important in five years' time?

(pick as many as required)



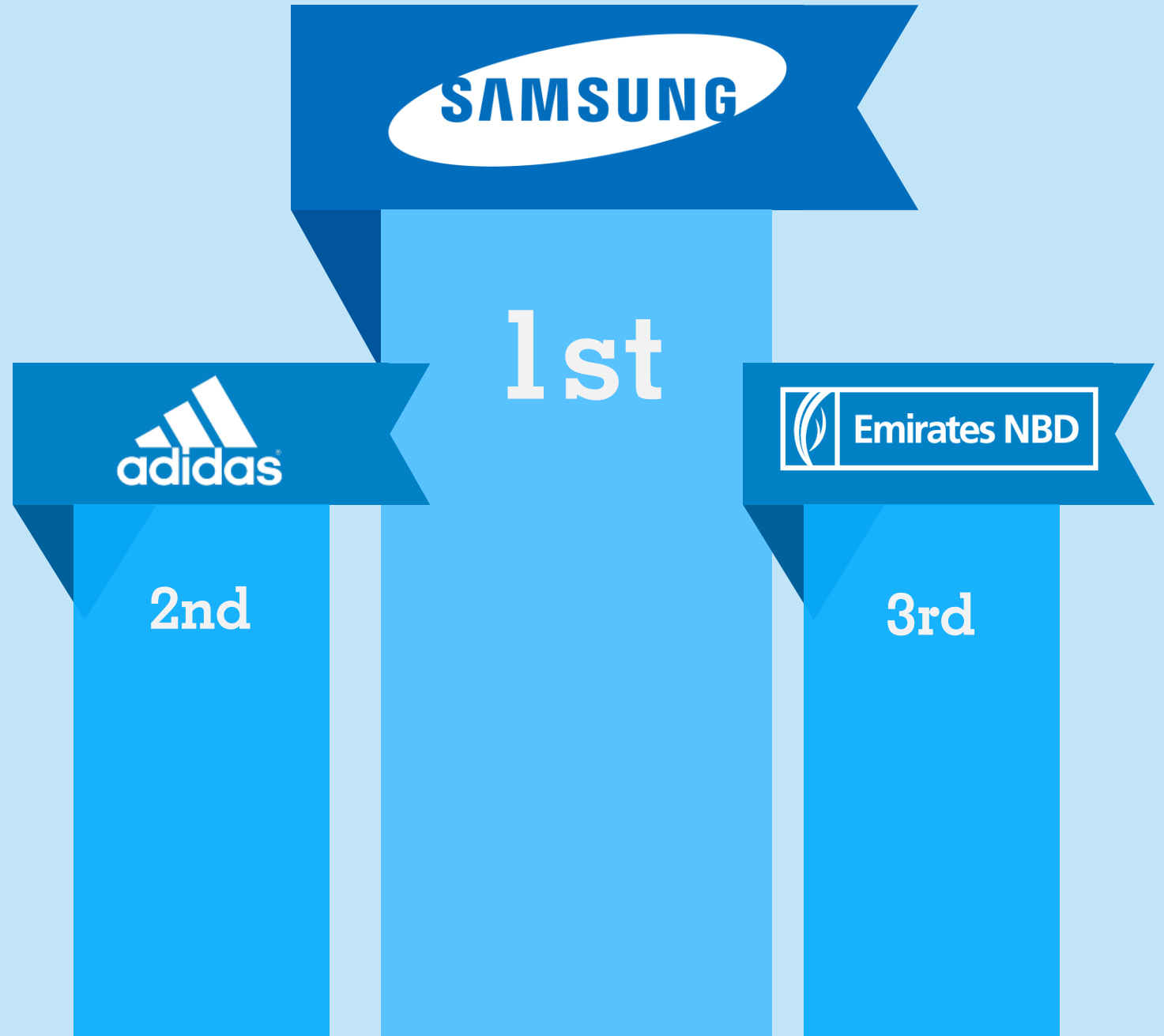
Q. In which categories, in the Middle East, are you seeing the most innovation in mobile marketing? (pick up to three)

	Travel, transport and tourism	35.5%
	Telecoms	32.3%
	Food	29.0%
	Leisure and entertainment	28.0%
	Motor and auto	28.0%
	Drink and beverage	26.9%
	Retail	26.9%
	Financial services	19.4%

	Media and publishing	16.1%
	Utilities and services	7.5%
	Toiletries and cosmetics	6.5%
	Wearing apparel	6.5%
	Business and industrial	3.2%
	Government and non-profit	2.2%
	Pharmaceutical and healthcare	2.2%
	Other	2.2%

Q. In your experience, which brands do you feel are the most innovative in the mobile space in the Middle East?

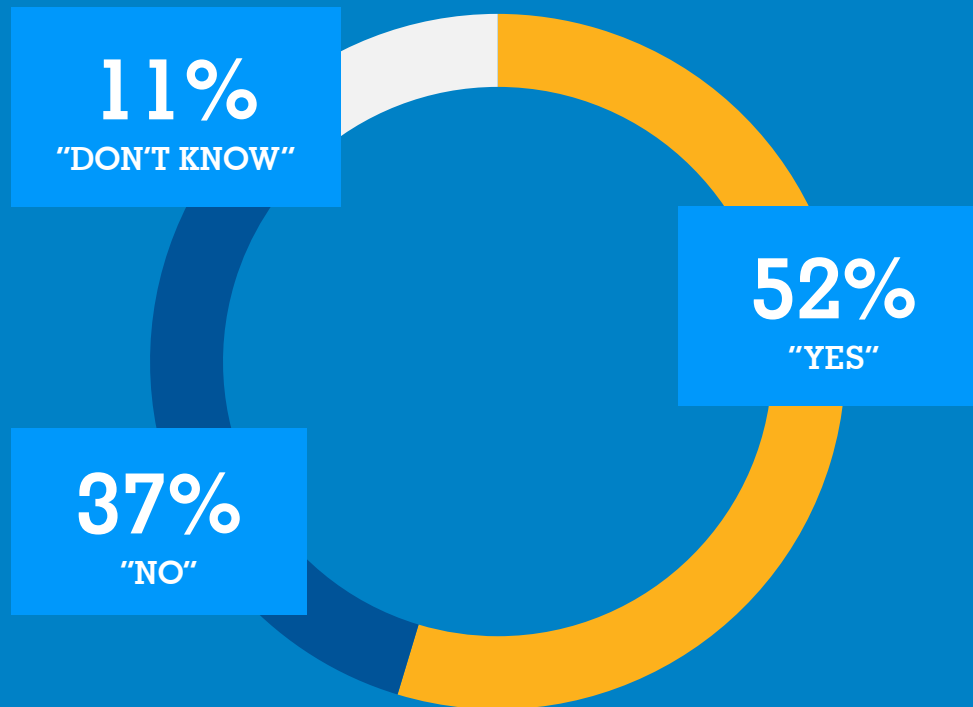
(choose up to three)



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Q. Do you use a private market place (PMP) to buy or sell mobile ad space?



Q. What are your primary reasons for using a PMP? (pick up to three)

83%
Secure quality ad inventory

59%
Better consumer targeting

7%
Assists direct sales team

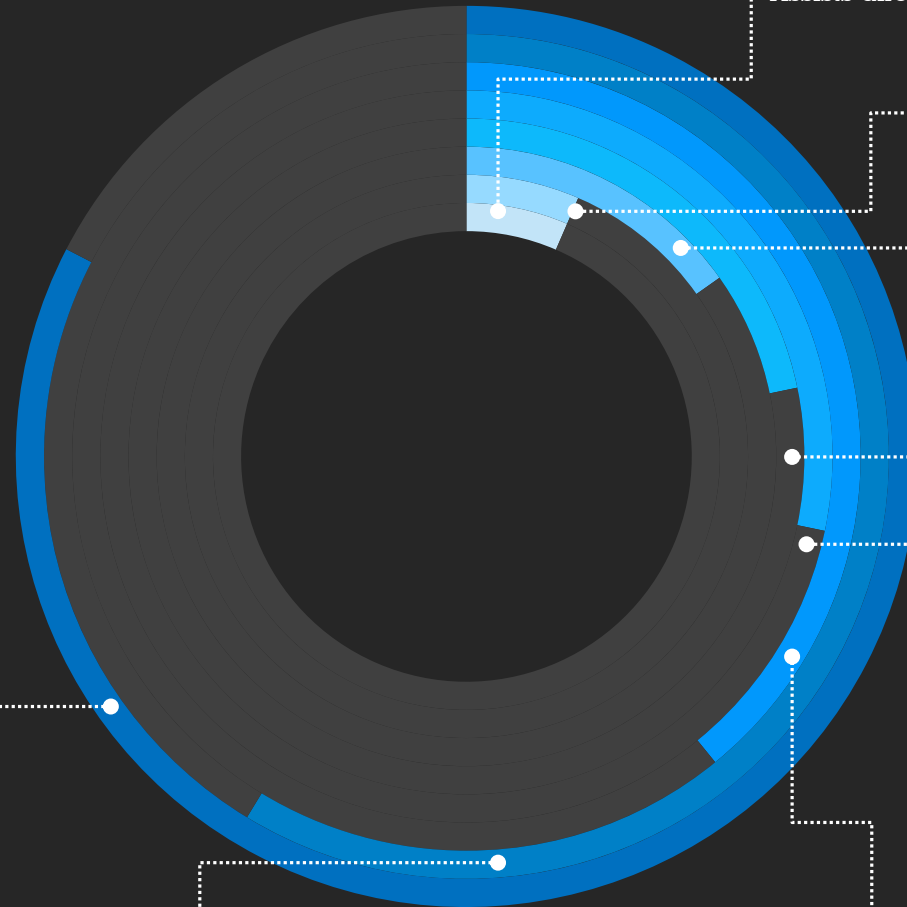
7%
Easy to use

15%
Fairer pricing

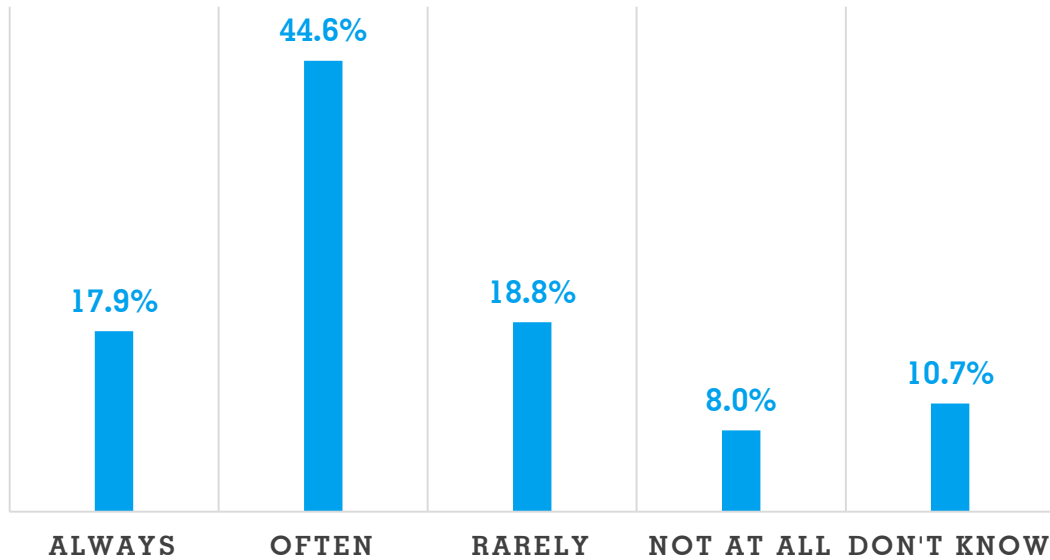
22%
Heightened transparency

28%
Avoid ad fraud

39%
Improved KPIs
(impressions, CPMs etc.)

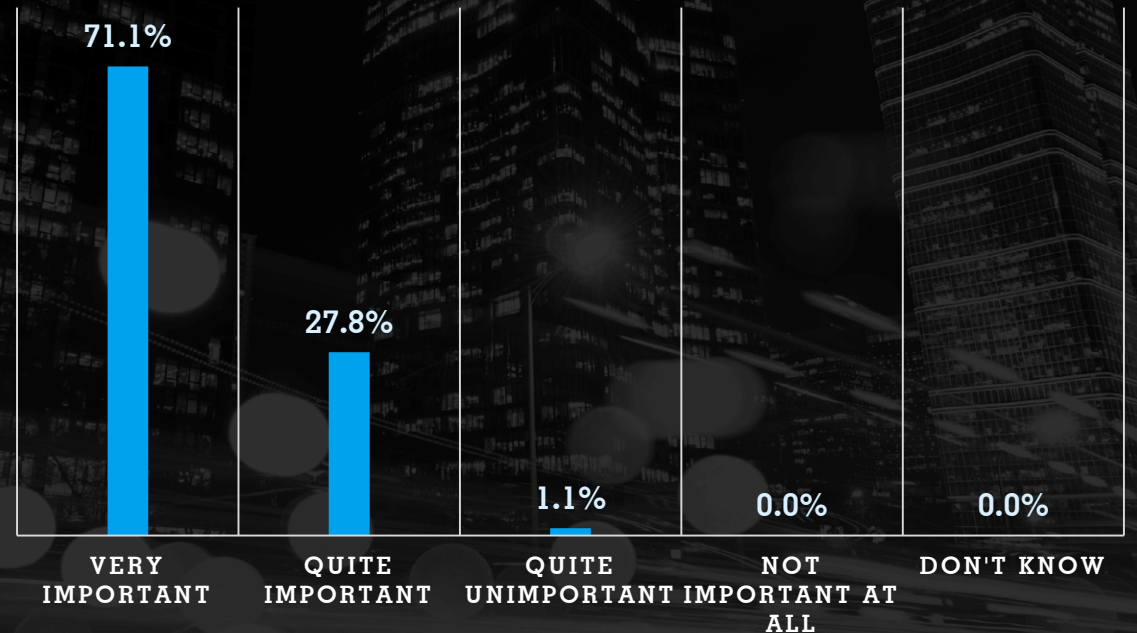


Q. How often do you use programmatic/RTB as a medium for ad buying?



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Q. In your opinion, how important a role do you believe programmatic buying will play in your/your clients' marketing strategies in five years' time?





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