



dubizzle attracts high-quality traffic from mobile ads and improves conversion rates by up to 300 per cent



About dubizzle.com

- One of the most popular classified advertising sites in North Africa and the Middle East
- Dubai, United Arab Emirates

Goals

- Reach a new market of smartphone and tablet users
- Reduce cost and increase reach
- Increase the quality, quantity and engagement of site traffic

Approach

- Designed the mobile site so that users could quickly find what they were looking for, using a responsive format which resizes automatically for each device
- Took advantage of the fact that mobile users were more likely to be serious buyers

Results

- Increased click-through on mobile search by up to 14 per cent
- Increased conversion rates by up to 300 per cent

Overview

dubizzle is one of the largest classified advertising websites in the Middle East and North Africa, and was founded in 2005 by two American friends, J.C. Butler and Sim Whatley. When they first moved to Dubai, they faced difficulties finding fairly priced property, cars and other items that make settling into a new country easier, so they created an online portal where people could easily buy and sell items.

The site is now a household name in Dubai and features an English, Arabic and French version. It is growing rapidly with a presence in 11 countries and a growing number of cities. The company employs 100 people, and the site attracts over six million unique visitors and 200 million page views a month.

Making the Mobile Move

Search marketing manager, Nadia Zehni, explains: “The way people search for things is changing, and mobile is playing an increasing role. We find that people searching on mobile phones and tablets tend to be more serious buyers with specific requirements in mind, as opposed to users who just browse on a desktop.”

dubizzle saw having a responsive design site as a very big opportunity to reach this new market of smartphone and tablet users who represent up to 23 per cent of dubizzle’s traffic. The site’s responsive design automatically resizes based on the device being used, and gives smartphone and tablet users the same fast and convenient experience as a desktop. “In terms of engagement, we’ve seen an average of up to three more pages per visit, two more minutes spent on the site, and a seven per cent increase in returning visitors compared to desktop.” In addition, the company found that smartphone and tablet traffic went up by four per cent during the weekends.

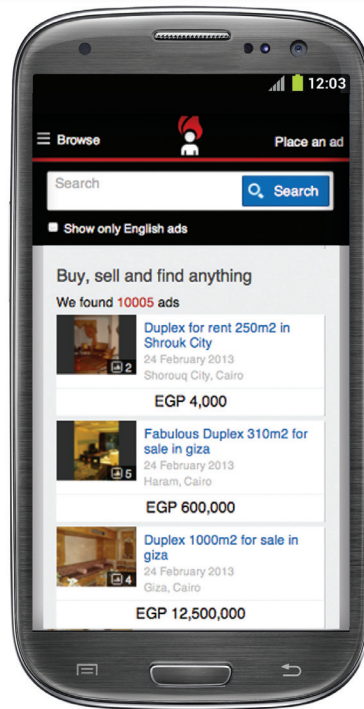
“Having a responsive design site is a very big opportunity to reach a new market of smartphone and tablet users.”

— Nadia Zehni, search marketing manager.

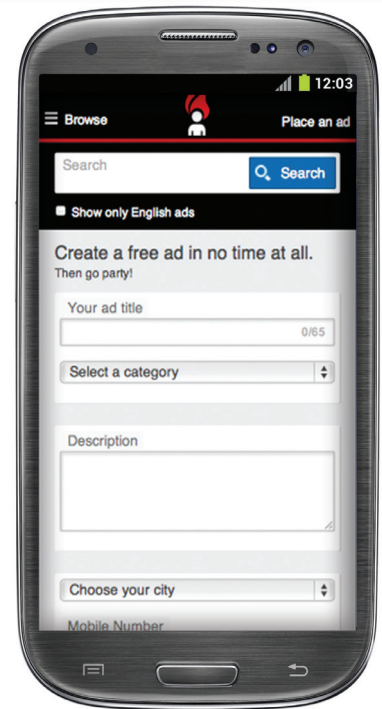
As well as browsing ads on the site, placing their own ads and sending messages to sellers about items they may be interested in, mobile users can use the click-to-call functionality, which connects them directly with the seller.

Sellers can also take pictures of the items they are placing on the site, and upload their listings directly from their smartphones. Looking to the future, dubizzle recognizes that there is still great scope for facilitating the buyer and seller experience for smartphone and tablet users.

“The volume and quality of traffic from mobile advertising have been crucial in helping us achieve our goals.”
— **Nadia Zehni, search marketing manager.**



Ads listing page



Ads creation page

Taking it one step further

After creating a suitable platform to attract these users, dubizzle wanted to expand its ecosystem so that they could browse and place ads or contact sellers. Zehni says Google Mobile Ads has definitely helped the company to achieve this goal. “Mobile ads drive quality traffic to the site, helping us achieve click-through rates on search of up to 14 per cent. In some countries, our Place an Ad conversion rates through mobile have risen by up to 300 per cent. And because of the smaller sizes of mobile devices and tablets, search and display ads take up a larger percentage of the screen.

“Smartphone and tablet traffic to the site has tripled since this time last year, and paid traffic has grown sevenfold.”
— **Nadia Zehni, search marketing manager.**

The company plans to continue advertising even more aggressively as the market grows, and is working with Google to keep abreast of new mobile features as they’re released. Aside from search and Google Display Network campaigns, dubizzle is successfully experimenting with Mobile App advertising and user targeting via topics and interests.

