



Mother's Day

2020



Zamil

34.1 Million
Page Views

ليالينا

19.5 Million
Social Media
Fans

القيادي

90% Mobile

سائح
sa2eh.com

31% returning
visitors

تاجك

7.5 Million
Visits

SOUD
www.3oud.com

5.4 Million
Unique Users

نسر بو
السرب

7

رائج

0:01:47
Avg. Visit
Duration

Our Social Numbers Speak!



10.5M
Fans

ليالينا
layalina.com



1M
Followers



3.5M
Subscribers

OVER
18 MILLION
Social Followers

Fashion, Lifestyle, Celebrities, Autos, Entertainment, Videos,
Technology...



7awi Family

ليالينا

رائج

نيربو
arabsturbo.com

القيادي
alqiyady.com

سائح
sa2eh.com

SOUD
www.3oud.com

تاجك

استبيانني

Arabic Lifestyle, Fashion, celebrity & entertainment destination.

Shine More!
تألقي أكثر

Get ready for unlimited content snacking! The Buzzfeed of the region

رائج دوما رائج

The Middle East leading motor destination.

Buckle Up & Go!
اربط الحزام!
وانطلق

You're the man! stay connected on the latest innovations, technology, lifestyle, celebrities and sports

Stay on Top!
كن في الطليعة

From your connected device, we show you the world!

Discover the World
اكتشف العالم

The name says it all! The Middle East Leading Fashion destination

Set the trends!
اكتشي أكثر

All what you need to know about your hair care, latest hair styles and more!

Set the trends!
شعرك تاج جمالك

Online Research and panel management solution

You act better when you are sure

Page Views
24.6M

Unique Visitors
4.3M

Page Views
4.8M

Unique Visitors
460K

Page Views
594K

Unique Visitors
176K

Page Views
3.6M

Unique Visitors
303K

Page Views
282K

Unique Visitors
105K

Page Views
545K

Unique Visitors
100K

Page Views
436K

Unique Visitors
57K

Access to more than 5M Users

Panel Size
120K

Layalina Snap chat Discover



Global



Daily Active Users (Avg)
750K



Monthly Active Users
5.5 Million

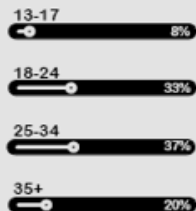


15%



85%

Age



GCC



Daily Active Users (Avg)
616K



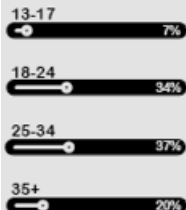
Monthly Active Users
4.5 Million



15%



85%



KSA



Daily Active Users (Avg)
466 K



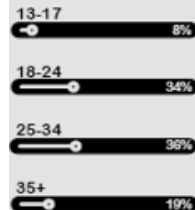
Monthly Active Users
3.4 Million



15%



85%



UAE



Daily Active Users (Avg)
53 K



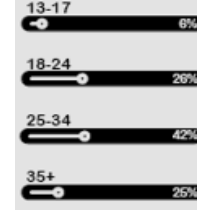
Monthly Active Users
392 K



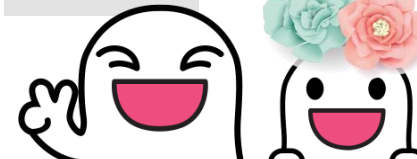
15%



85%



Dec 2019 figures



Razej Snap chat Discover



Global



Daily Active Users (Avg)
1.1 Million



Monthly Active Users
8 Million

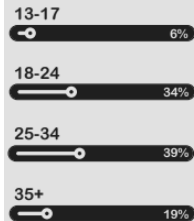


32%



68%

Age



GCC



Dily Active Users (Avg)
1 Million



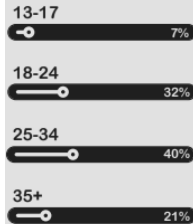
Monthly Active Users
7.5 Million



32%



68%



KSA



Daily Active Users (Avg)
900K



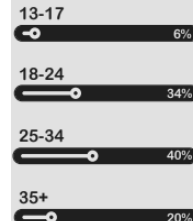
Monthly Active Users
6.2 Million



35%



65%



UAE



Daily Active Users (Avg)
54 K



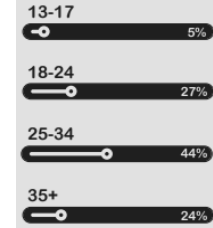
Monthly Active Users
465 K



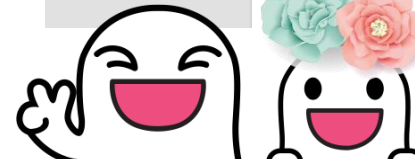
30%



70%

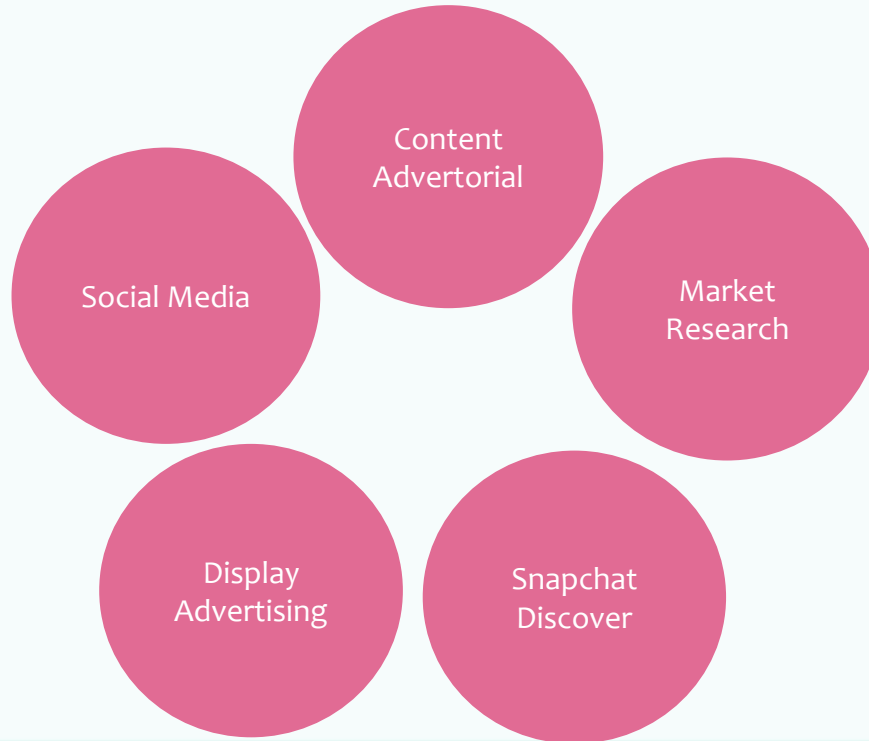


Dec 2019 figures



What can we offer you?

Reach your goals through leveraging our multiple, 360 innovative media solutions!



What can we offer you?

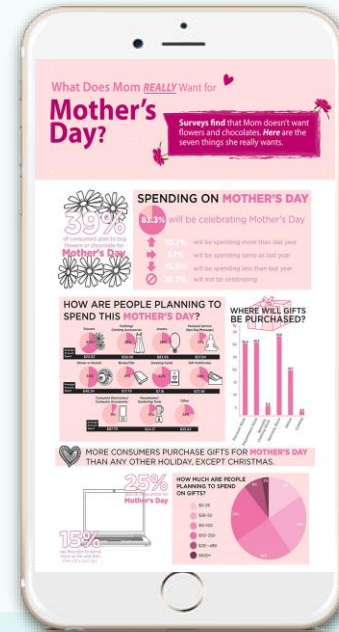
Istibyani – Online Market Research

Celebrate mother's day this year with a new survey that digs deeper into the celebration trends, consumer purchase behaviors and preferences. Reach Mother's Day shoppers in the moments that matter most for valuable insights regarding:

- ❖ What moms really want for their special day?
- ❖ Mother's day consumer spending?
- ❖ Where do consumers shop for mother's day?
- ❖ Source of inspiration for mother's day gift

It's time to plan for Mother's Day!

- ❖ Optimize your approach.
- ❖ Keep up with advanced technology and changing consumer trends.
- ❖ Reach consumers on the go, at home, in store using all types of devices.
- ❖ Collect insightful data.
- ❖ Leverage these insights to meet sales goals.



What can we offer you?

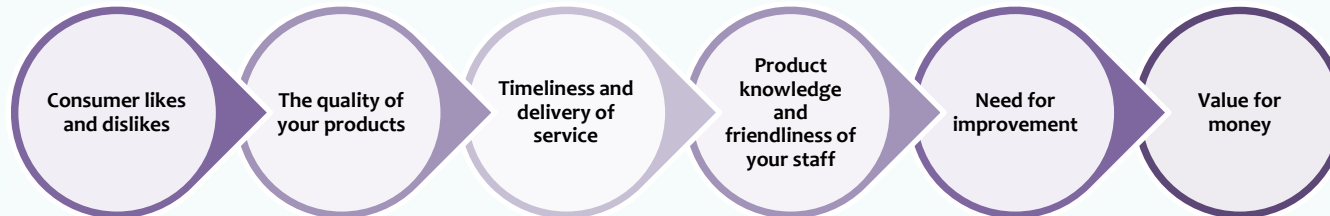
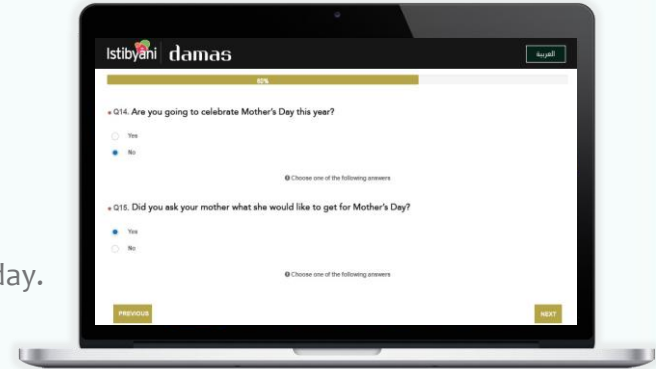
Istibyani – Online Market Research

Consumer Insights Survey

- Digs deeper into your target market profiles.
- Reveals the purchase preferences of consumers during Mother's day.
- What drives them to behave in a certain way.
- Purchase habits, interests, Patterns of consuming ads and media.

Customer Satisfaction

- Evaluate consumer experiences with your products and services during Mother's day.
- Measure how your offerings meet, surpass or fail to live up to their expectations.



What can we offer you?

Istibyani – Online Market Research

Ad Campaign Testing

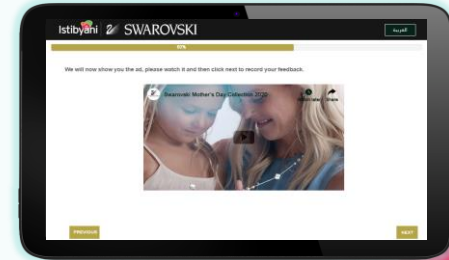
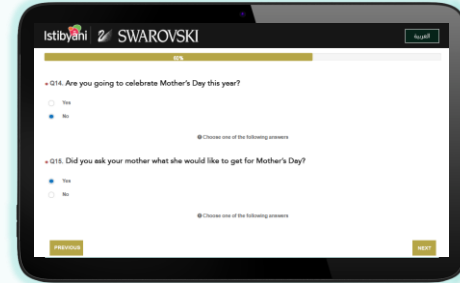
- ❖ A very cost-effective approach to run **pre and post campaign surveys**.
- ❖ Measure and improve marketing effectiveness.
- ❖ Determine if an ad has effectively increased awareness.
- ❖ Determine if it increased the intent to purchase.
- ❖ Improved reach of the target audience.

Pre-ad survey

Post-ad survey

The primary research objective is generally to evaluate the overall effectiveness of mother's day advertisement or campaign across key brand metrics.

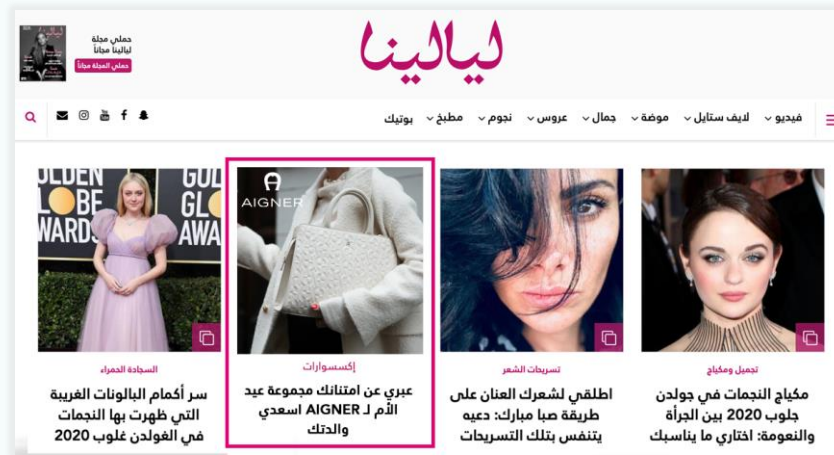
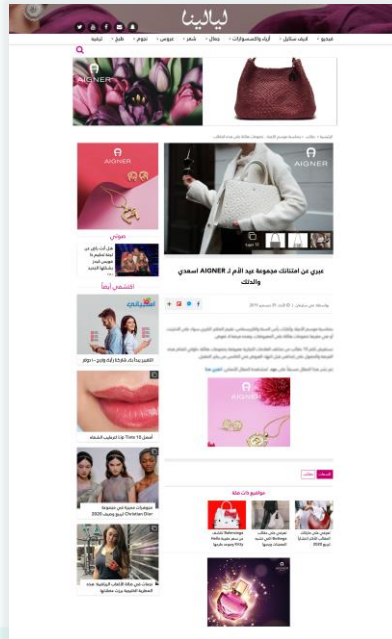
[Live Link](#)



What can we offer you?

Branded Content

While Content Marketing isn't anything new, it remains and continues to be a great marketing tool which creates interest in your products! It helps build brand awareness, customer loyalty and ultimately driving sales!

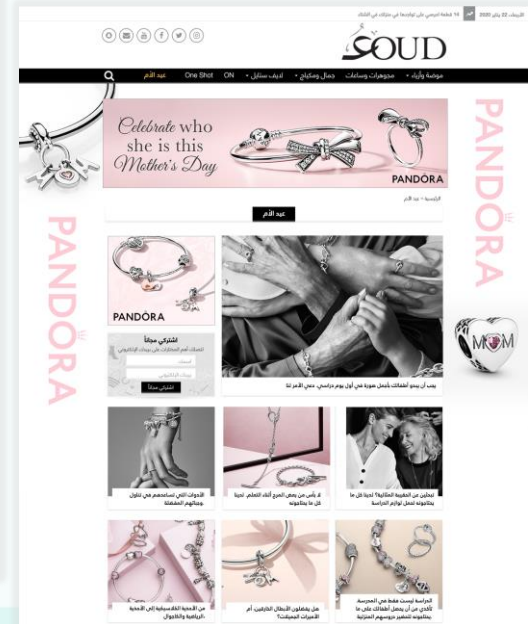
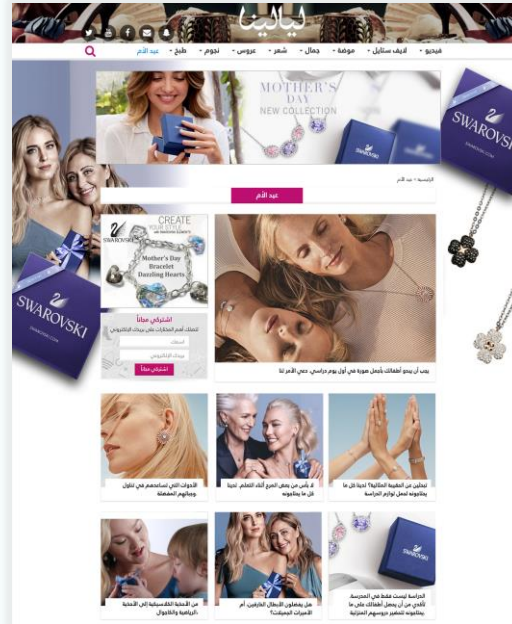
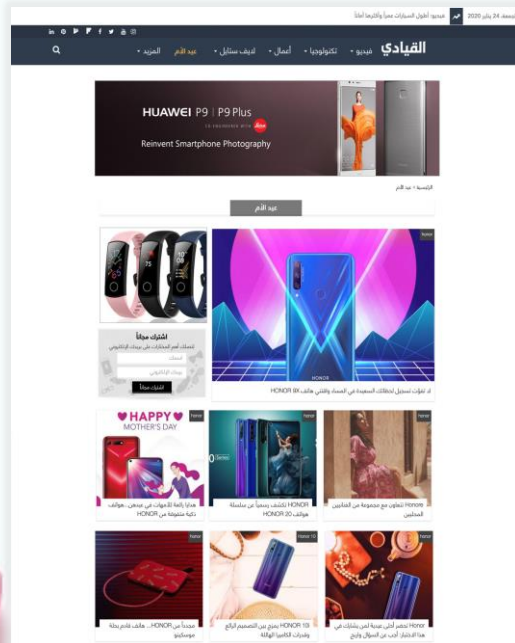


and guess what, your branded content will be featured on Layalina Homepage Natively!

What can we offer you?

Mother's Day section's sponsorship

Full sponsorship option includes (Articles, Albums, Videos plus Innovative Advertising Solutions)



What can we offer you?

Branded PDF, Mother's Day Collection Book , Full Sponsorship

Provide your customers with the Mother's Day full collection catalogue, available for direct download!

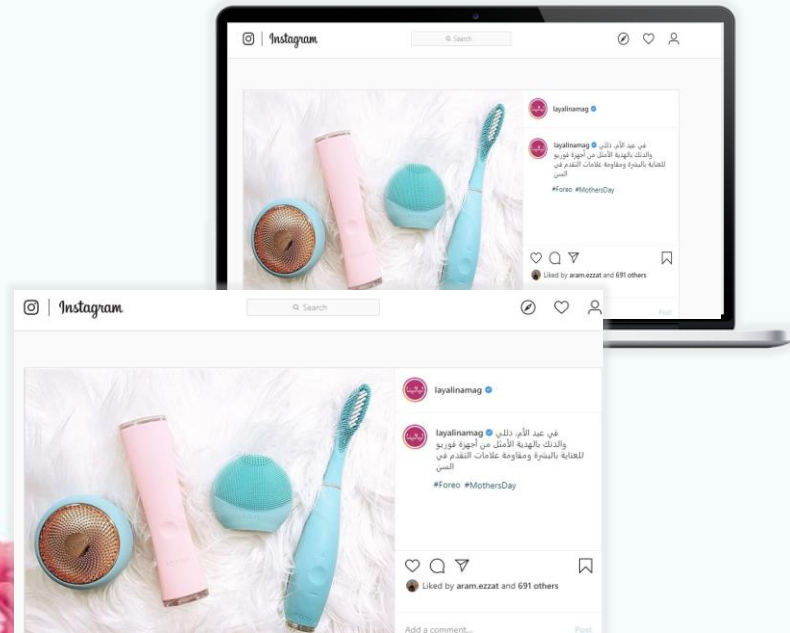


and guess what? You can collect your users' data!

What can we offer you?

Social Media Post

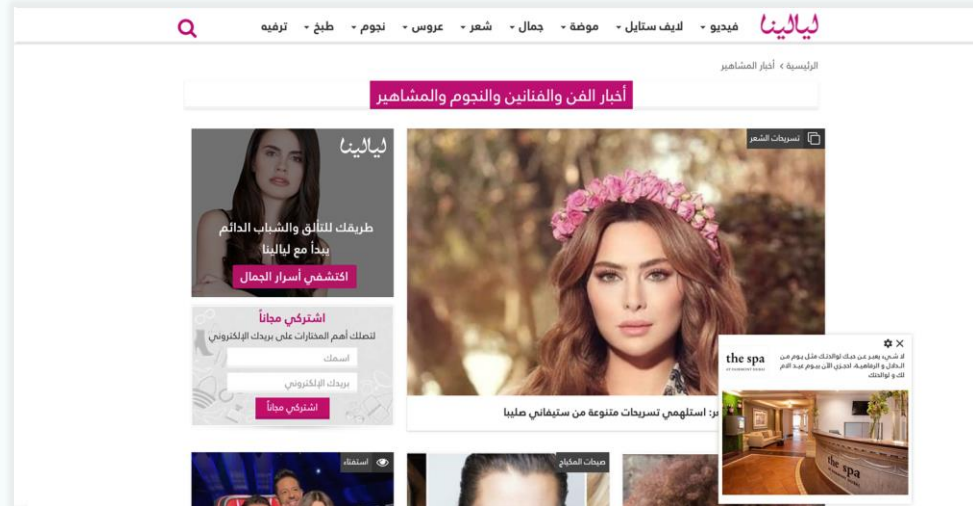
It's time for brands to benefit from the highest users' engagement across 7awi social media channels!



What can we offer you?

Push Notification

Great branded content, published at the right time, directed to the right audience helps influence conversions!
50K+ Subscribers across the network.

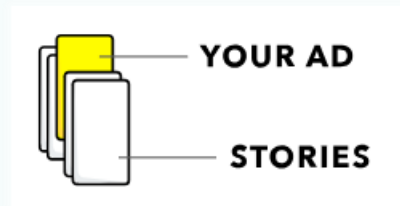


What can we offer you?

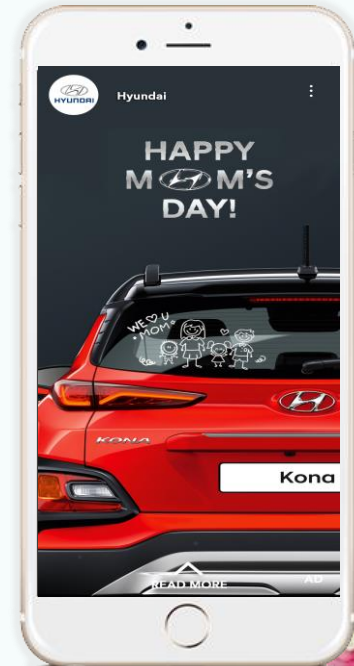
Layalina Snapchat Discover – Snap Ads

Find the perfect way to reach your audience, and drive the results that matter to you!

Advertisement positions which are located within Layalina Snap Stories (appear after every 3 snaps).



Drive Snapchatters to your website, app, video, or app store page — all in a single swipe.



What can we offer you?

Lyalina Snapchat Discover - Branded Stories



- ❖ Ranked as # 1 channel in the region.
- ❖ Full access to our branded content, use our power!
- ❖ Direct reach to our users and audience, we speak their language!
- ❖ Each story generates around 350K+ Unique Viewers.
- ❖ Reflect articles with 10 seconds video that you see the first thing when you subscribe to Lyalina Discover. Stories do NOT have link out. They serve to create a huge awareness and can direct the users to an editorial article/video.



What can we offer you?

Branded Mailshots, 250K+ subscribers across 7awi network!

Helps you catch your readers' attention,
maintain their interest and encourage them
to take action. The best tool to measure your
ROI!

PANDORA نشرة ليالينا



PANDORA مجوهرات باندورا
تخلد الذكريات السعيدة

مجوهرات باندورا
للمرأة العصرية



صور: أبرز أنوثتك
مع مجوهرات باندورا
PANDORA



صور: أحدث تصاميم
مجوهرات باندورا
PANDORA



Moulinex نشرة ليالينا



تطلق خصومات وعروض مميزة على مولينكس الفرنسية
ضمن حملة 'عرض فل لست الكل' بمناسبة يوم الأم
العالمي

فاسيكلتك الزجاجي: خلاط
متعدد الاستعمالات، يمكنك
استعماله لتحضير البانكيت
بسرعة الضوء



بتميز خلاط إنفني فورس
بشكله الجميل واستخداماته
المتعددة.



كانت حياتنا لتكون من دون
تحضير الكيك! تعيدني رائحة إلى
ذكريات الطفولة: موس
الشوكولاتة التي تحضره ماما



What can we offer you?

High Impact Advertising Solutions – **Animated Desktop Skin**

Mother's Day Exclusive and can be customized per brand! similar concept is available on mobile using different formats.



[Live Link](#)



What can we offer you?

High Impact Advertising Solutions – **Mobile Video Interstitial**

Mother's Day Exclusive and can be customized per brand! similar concept is available on Desktop using different formats.



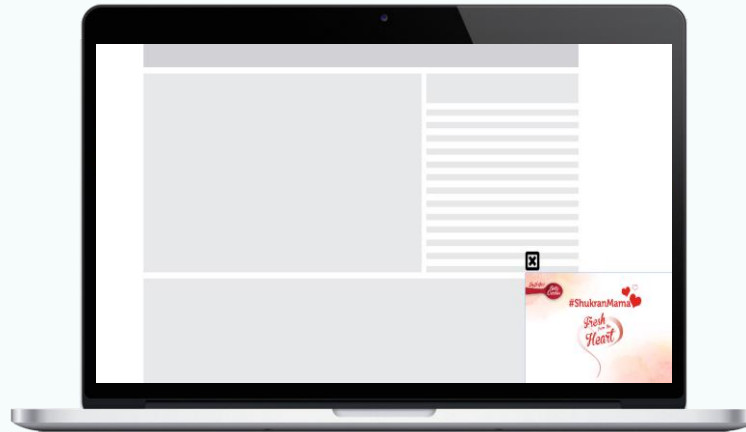
[Live Link](#)



What can we offer you?

High Impact Advertising Solutions – **Sticky Floating Video**

Gain the highest viewability rates, through our special video format!



[Live Link](#)





Ready to customize your own package? contact 7awi representatives now!

Thank You!

