HAPPY VALENTINE'S DAY 2020

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

3OUD
www.3oud.com

5.4 Million Unique Users

لتربو العرب

Zawi

رائج

0:01:47 Avg. Visit Duration

Dec 2019 figures

Our Social Numbers Speak!

ليالينا
layalina.com

10.5M
Fans

1M
Followers

3M
Subscribers

OVER
18 MILLION
Social Followers

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

7awi Family

ليالينا	رائج	تربو العرب arabsturbo.com	القيادي alqiyady.com	سائح sa2eh.com	3OUD www.3oud.com	تاجك	استبياني
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! كُن 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! اكشخي 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**	Page Views **4.8M**	Page Views **594K**	Page Views **3.6M**	Page Views **282K**	Page Views **545K**	Page Views **436K**	Access to more than 5M Users
Unique Visitors **4.3M**	Unique Visitors **460K**	Unique Visitors **176K**	Unique Visitors **303K**	Unique Visitors **105K**	Unique Visitors **100K**	Unique Visitors **57K**	Panel Size **120K**

Dec 2019 figures

LAYALINA snapchat

Daily Active Users (Avg)
750K

Monthly Active Users
5.5 Million

Core % - Loyal Users
3.52

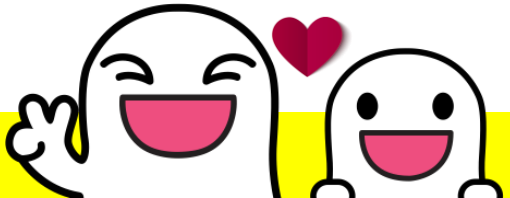
Layalina Snapchat Discover, ranked #1 in the MENA region!

85%

15%

Age

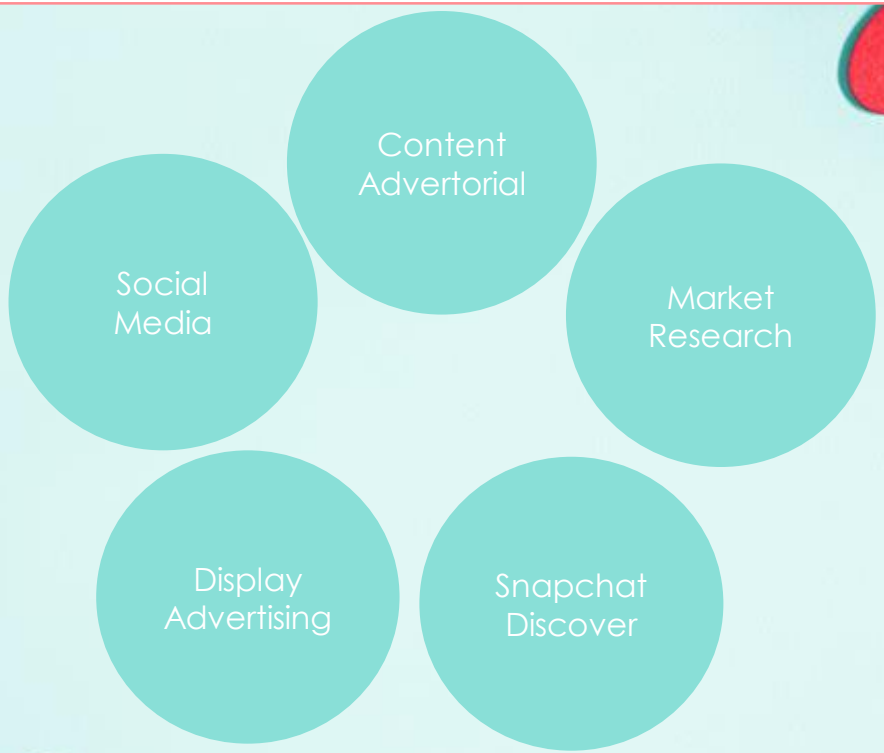
13-17	8%
18-24	34%
25-34	36%
35+	20%



Dec 2019 figures

What can we offer you?

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



What can we offer you?

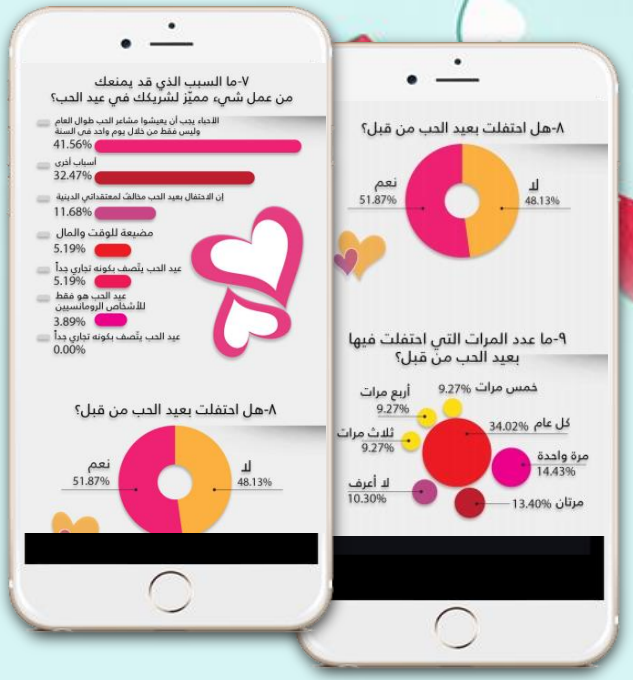
Istibyani – Online Market Research

Connect with your customers and share in the spirit of love, generosity, and overall appreciation.

A rewarding survey is always a catchy and creative way to get users involved and drive insights about their shopping, dining out preferences and behaviors during valentine's day, average spending, and most popular Valentine's Day retailers.

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

Live Link



What can we offer you?

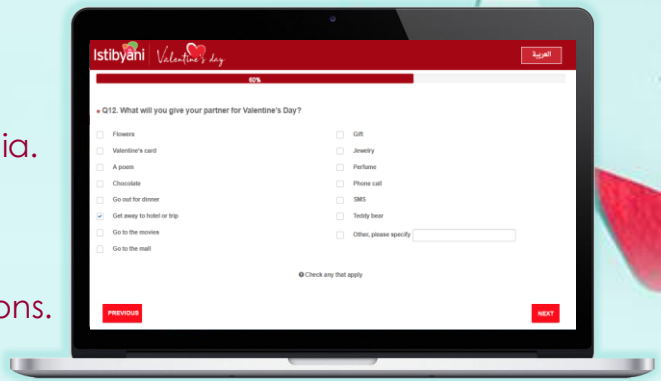
Istibyani – Online Market Research

Consumer Insights Survey

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

Customer Satisfaction

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



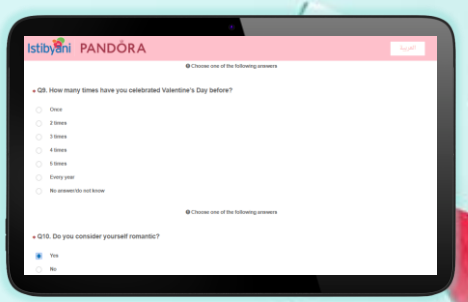
Live Link

- Consumer likes and dislikes
- The quality of your products
- Timeliness and delivery of service
- Product knowledge and friendliness of your staff
- Need for improvement .
- Value for money

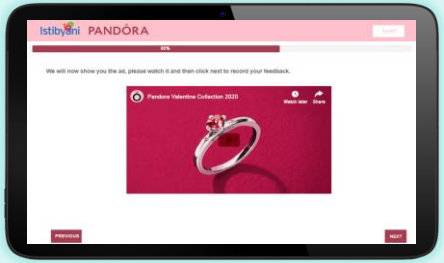
What can we offer you?

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**: to assess unaided and aided awareness of the specific product or service in order to achieve a benchmark measure prior to the advertising campaign.

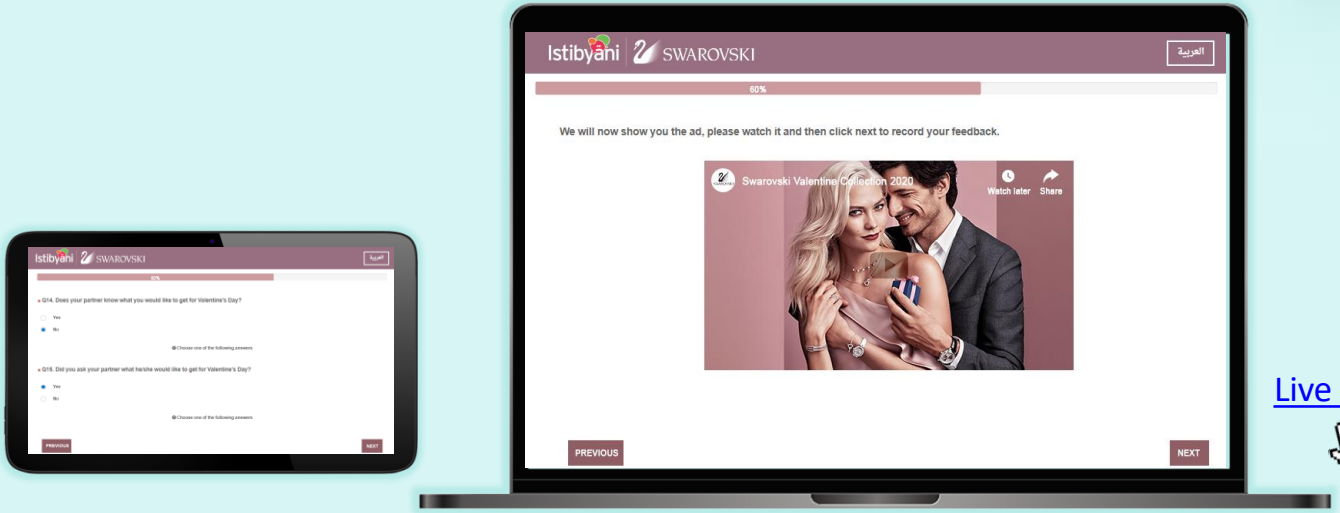
- **Post-ad survey**: to assess if the advertising has increased awareness of the brand or service, improved consumer interest in the product or service, and ultimately will determine if the advertising will draw in new consumers while maintaining its current ones.

What can we offer you?

Istibyani – Online Market Research

Ad Campaign Testing

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



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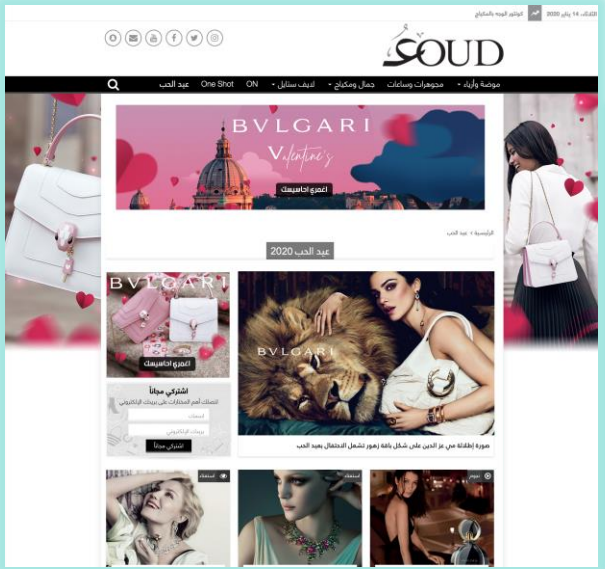
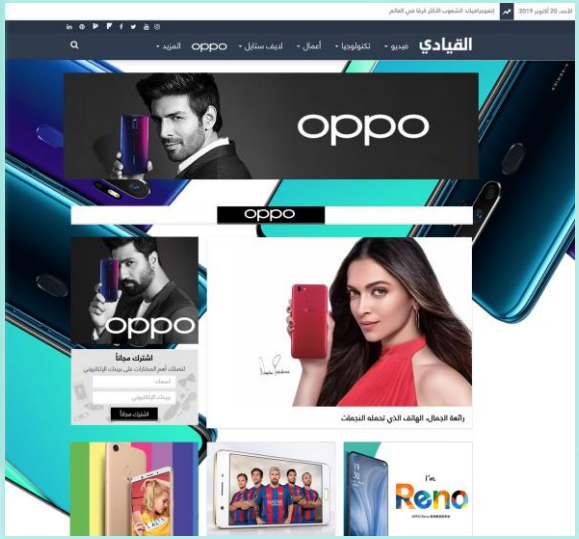
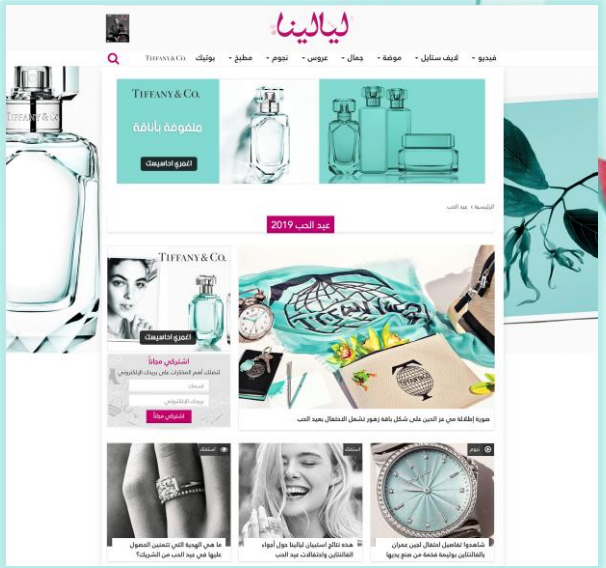
What can we offer you?

Valentine's section's sponsorship

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



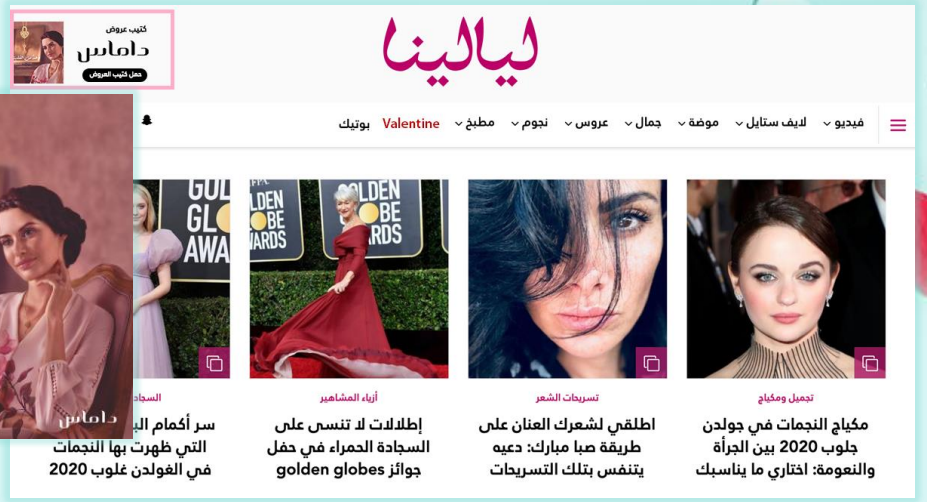




What can we offer you?

Branded PDF, Valentine's Collection Book , Full Sponsorship

Provide your customers with the valentine's full collection catalogue, available for direct downloa

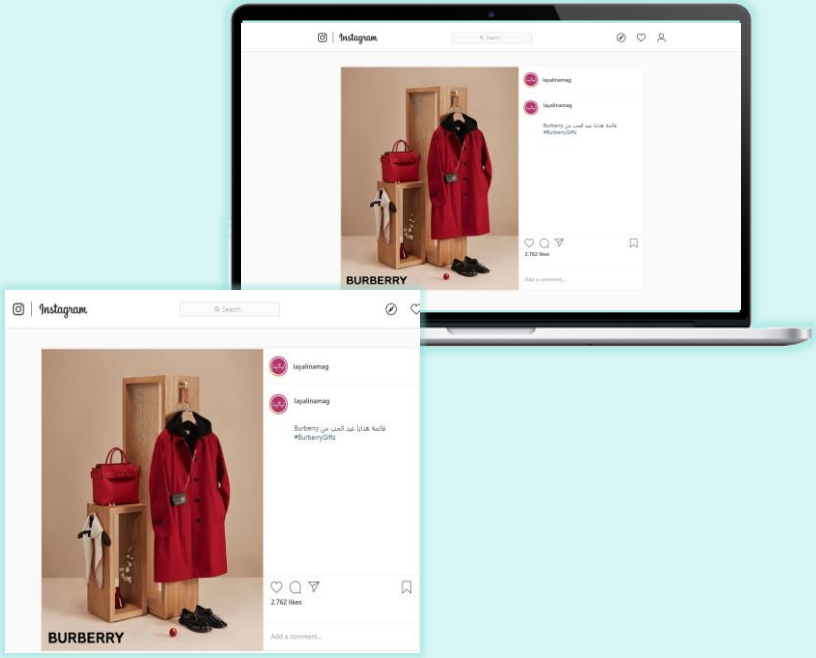


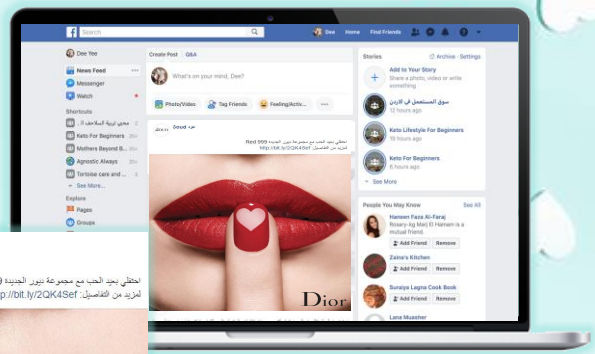
and guess what? You can collect your users' data!

What can we offer you?

Social Media Post

It’s time for brands to benefit from the highest users’ engagement across Layalina social media!

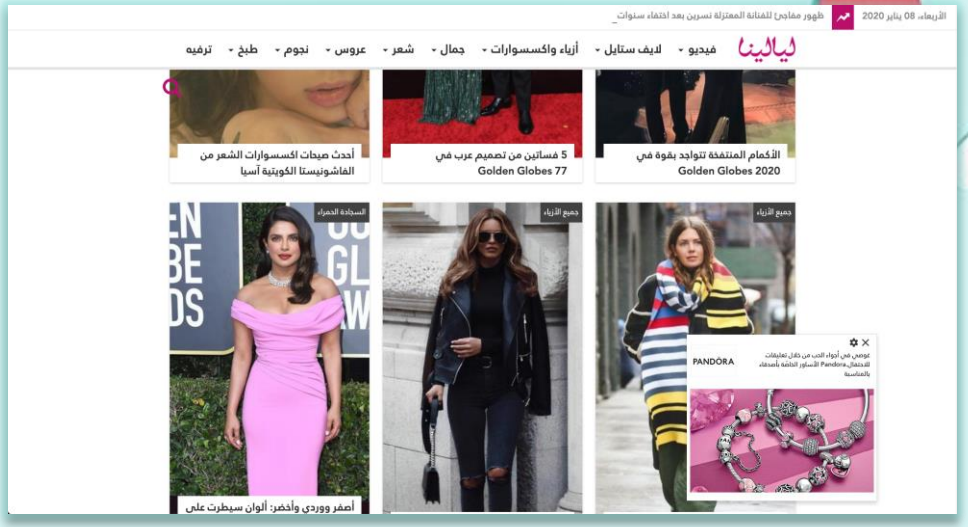




What can we offer you?

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?

Layalina 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 800K+ Unique Viewers.
- Reflect articles with 10 seconds video that you see the first thing when you subscribe to Layalina Discover. Stories do NOT have link out. They serve to create a huge awareness and can direct the users to an editorial article.

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!

What can we offer you?

High Impact Advertising Solutions – **Mobile Skin – Carousel Gallery**

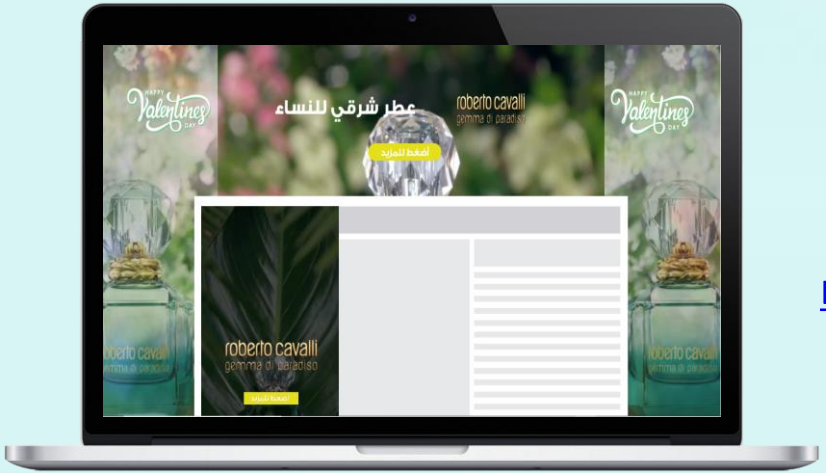
Valentine's Exclusive and can be customized per brand! similar concept is available on mobile using different formats.

Live Link

What can we offer you?

High Impact Advertising Solutions – **Desktop Skin**

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



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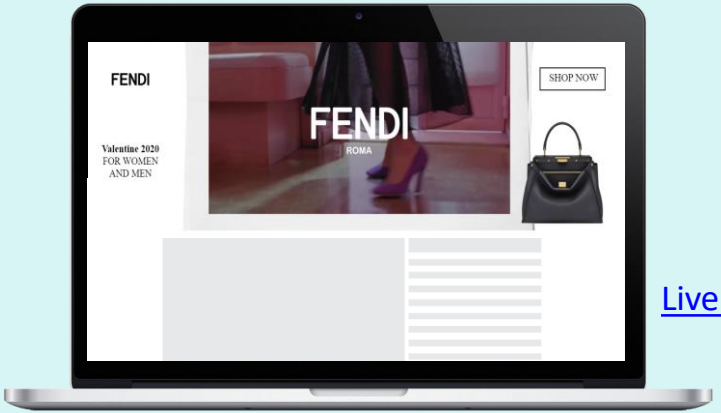
What can we offer you?

High Impact Advertising Solutions – **Desktop Push Down**

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



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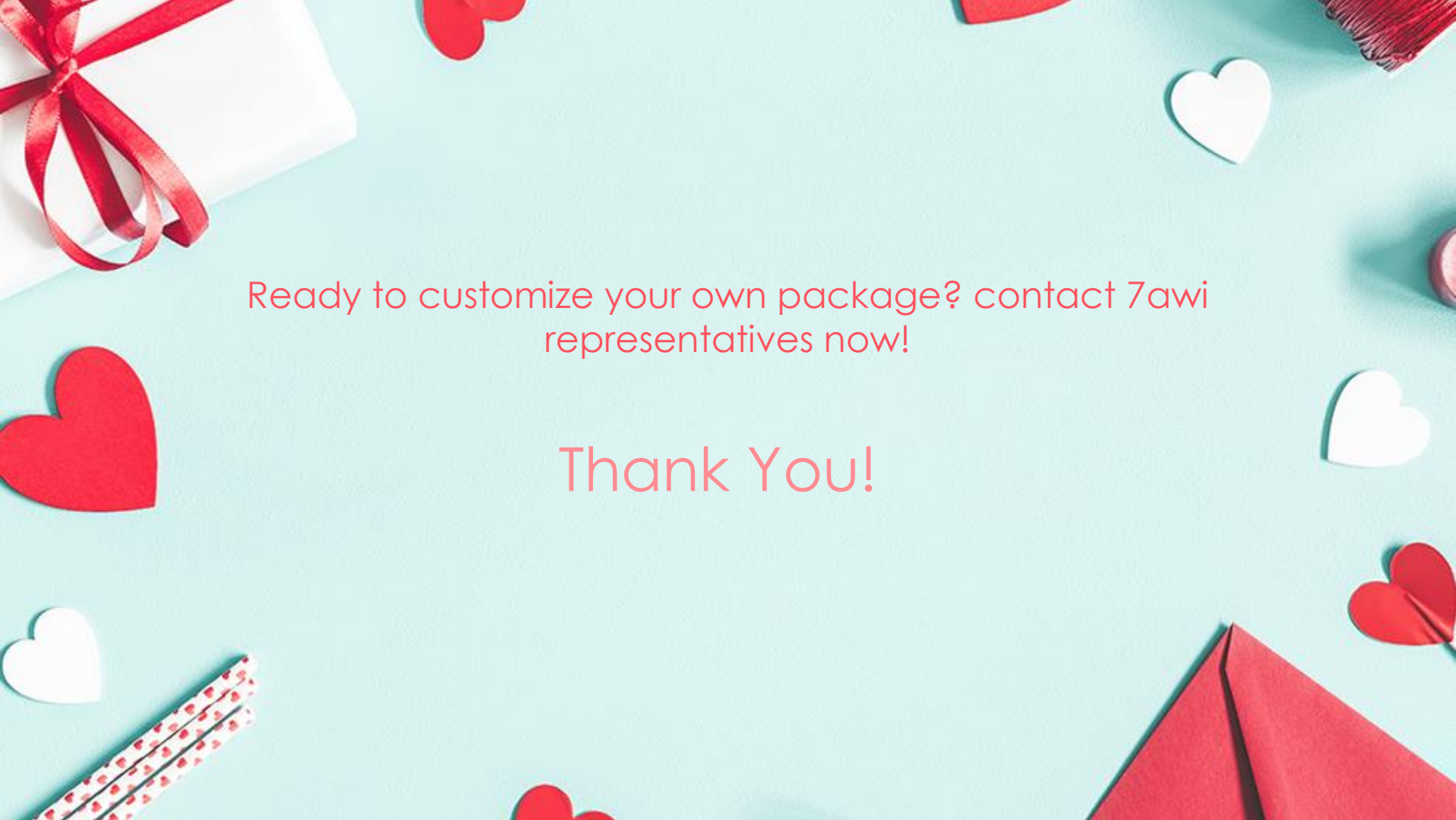
Ready to customize your own package? contact 7awi representatives now!
Thank You!