
Advertising Media Pack



Why dubizzle advertising?

1 in 3 people use dubizzle every month



4.0M

Unique users



180M

Page views



22M

Visits



10 Mins

Time spent per visit



980k

Total listings



3.7M

Unique replies

dubizzle joins EMPG in \$1bn merger



EMPG



What does this mean in the UAE?

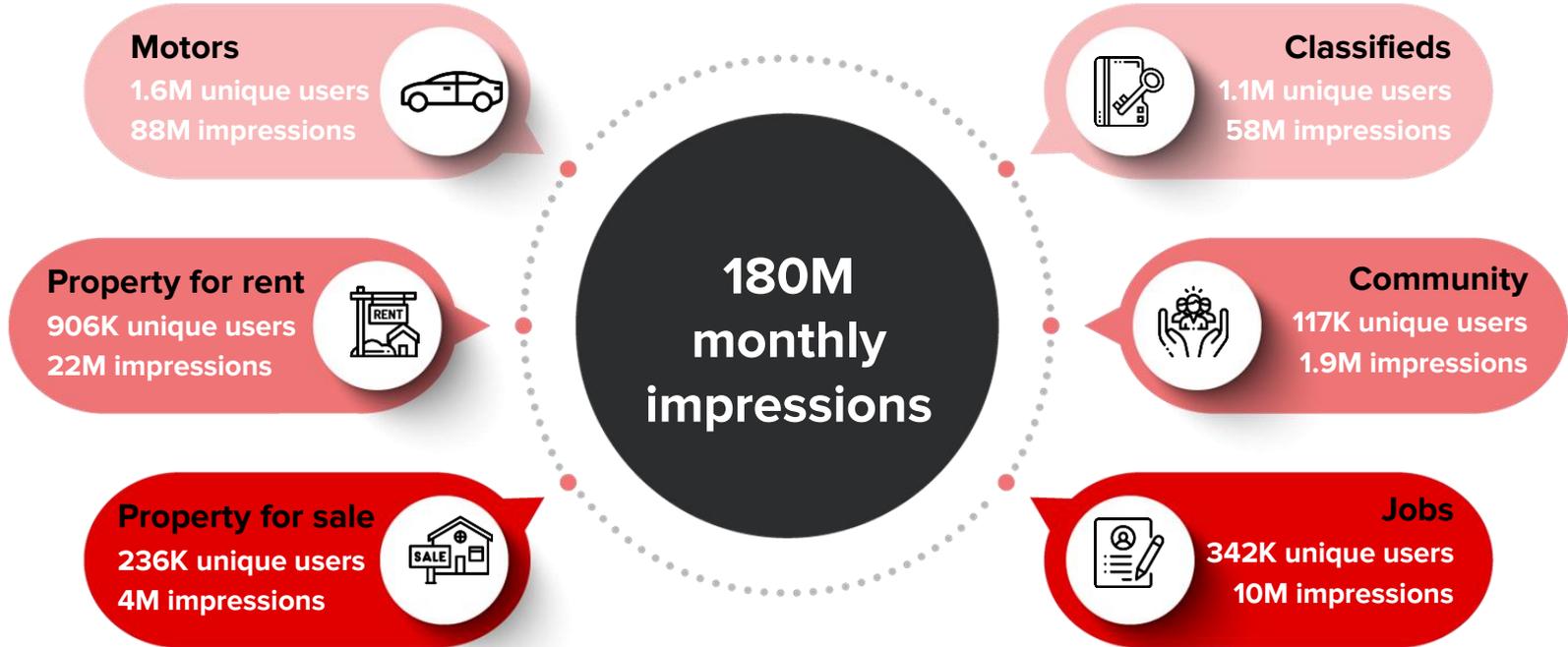
dubizzle and Bayut are part of the same group
Both Platforms will operate independently with their own identity

But operationally we are one company

What does this mean for our Advertisers?

Bayut has already migrated into the same dubizzle ad server, allowing us to leverage data from the 7.4m monthly users across dubizzle and Bayut, enhancing our audience intelligence and data offering.

dubizzle is the leader across categories



Source: DFP monthly average, dubizzle data monthly average

75% of dubizzle active users are on mobile

1.0M

UU's on **Desktop**

31M

PV's on **Desktop**

1.3M

UU's on **App**

113M

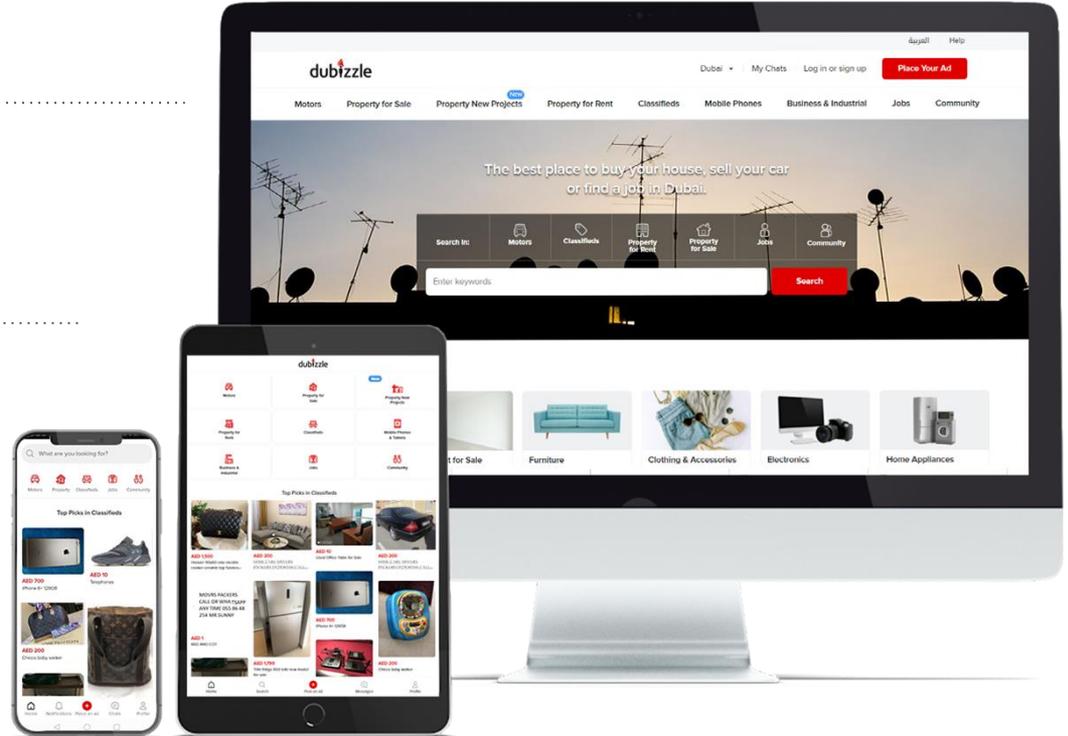
PV's on **App**

1.7M

UU's on **Mweb**

34M

PV's on **Mweb**



Source: dubizzle data monthly average

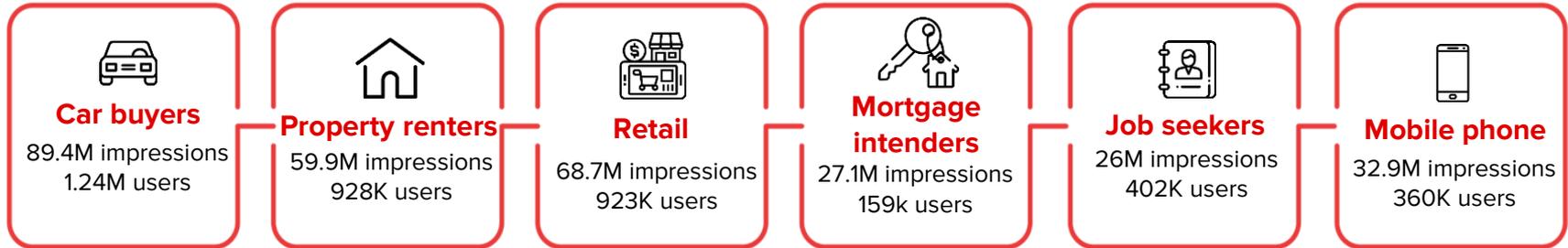
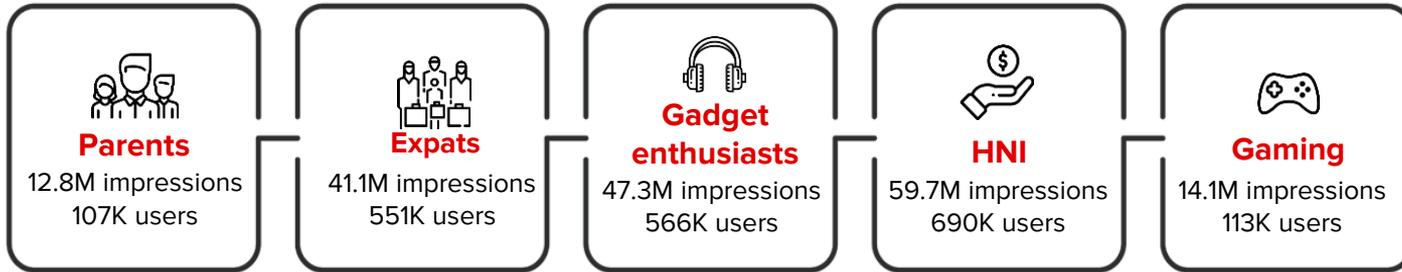
dubizzle audience is primarily between 25-34, 66% are male

36% of dubizzle audience is between 25 - 34, 26% is between 35 - 44, 24% are 45+, 14% are under 18 - 24



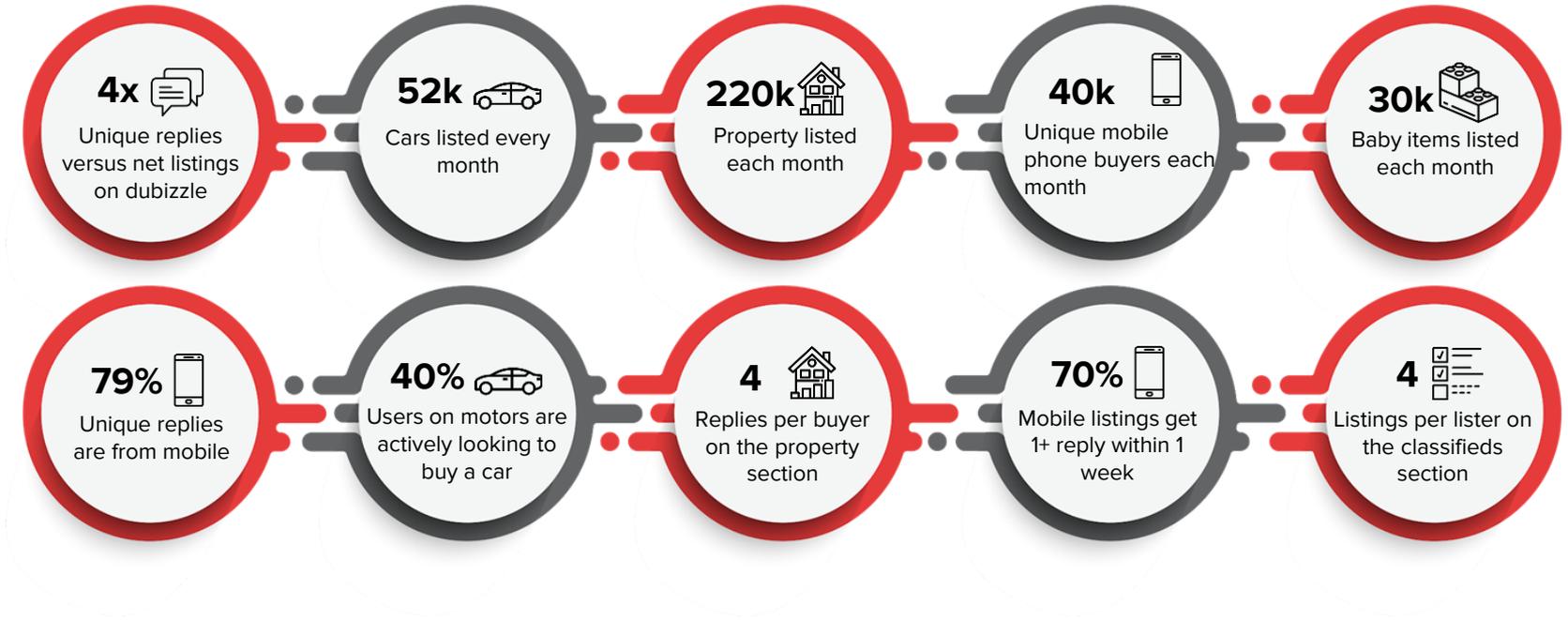
Source: Google Analytics, Firebase. These numbers are only indicative as they have been extrapolated on a sample data set

dubizzle audience has high relevancy and intention to buy



Source: DFP Audience. Numbers are indicative only

Insights generated on our platform sets us apart



Source: dubizzle data 365 days monthly average, dubizzle user survey

Our first party data provides for our targeting capabilities



Contextual targeting

Any category or subcategory page e.g. Classifieds vertical or Mobile phones & tablet section



Audience targeting

120 audience segments with high relevancy and intention to buy: Parents, HNI, Home Mover, & many more

Geo



Price



Keywords



Device



Brand



Language



Seller Type



Car Make



Neighborhood



Property Type



Custom Audience

Bespoke targeting with custom built audience segment available on request

Why advertise with dubizzle?



Reach 4M. Users with the largest marketplace in UAE



Audience with an intent to transact



Demand supply gap - 5x more replies vs. listings



High liquidity - 50% of the listings get a reply within 1st week



Unique & diverse audience with an intention to buy



Brand awareness to new movers to UAE



Search tool - new buyers often use dubizzle as a research tool

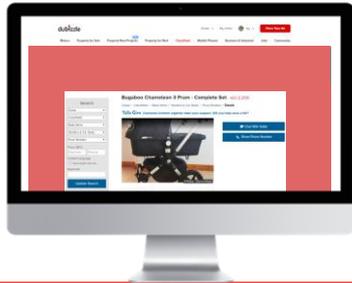


Brand safe - AI driven fraud detection

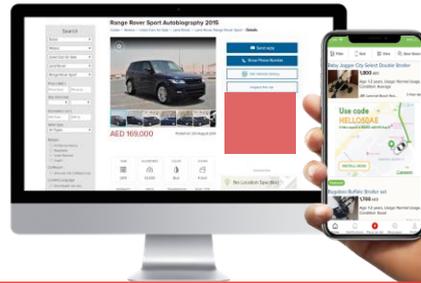
A photograph of a person's hands holding a smartphone, with a laptop keyboard visible in the background. The entire image is overlaid with a semi-transparent red filter. The text "Ad offering on dubizzle" is centered in white.

Ad offering on dubizzle

Reach customers across the marketing funnel



Awareness



Consideration



Action

Products

Takeover, Roadblock,
Video

Display banners, Native banners, Video

EDMs,
Text Links

Buy type

CPD

CPM

CPC

dubizzle partner program for key clients and agencies

dubizzle's data partnership program is an exclusive plan for its premium clients which gives them exclusive access to dubizzle audience, market insights, exclusive rates and the ownership of the brand.



Market & competitor insights



Unlock premium audience segment



Exclusive Rates



Ownership of your brand

CONTACT US

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