



dubizzle Advertising Media Pack

2023



Why dubizzle advertising?



Over 40% of UAE residents use dubizzle every month

Traffic



4.15m
unique users



163m
pageviews

Engagement



17m
visits



12 mins
time spent on site

Transaction



510k
listings



4.67m
replies

dubizzle is the leader across categories



Motors

1.85m unique users
64m impressions



Classifieds

1.31m unique users
42m impressions



Property for Rent

978k unique users
40m impressions



Community

96k unique users
1m impressions



Property for Sale

338k unique users
12m impressions



Jobs

346k unique users
9m impressions



Expand your reach with the vast dubizzle audience

Over 100+ audience segments built using intent actions and user behavior



Automotive

- Used car intender
- Crossover intender
- SUV intender
- Pick up truck intender
- Sports & luxury car intender
- Sedan intenders

Property for Sale

- Premium home buyer
- Apartment buyer
- Villa buyer
- Property investor

Property for Rent

- In market renter
- In market 1-2 bed apartment renter
- In market 3 bed+ renter
- In market villa renter
- In market extreme high value renter

Retail

- Home & Garden
- White goods
- Mobile phone
- Tech intender
- Travel
- Gamer
- DIY
- Fashionista
- Jewellery/watches
- Pet lover

Audience groups

- Busy Mums
- New parent
- Parents
- Home mover
- High Household income
- Business Decision Maker

The background features a light gray grid with a faint data visualization consisting of a line graph and several vertical bars. The line graph shows an upward trend with data points labeled with numbers: 453, 608, 284, 436, 678, 213, 680, 108, and 308. A horizontal dotted line is positioned below the main title. The overall aesthetic is clean and modern, with overlapping circles in light blue and light red tones.

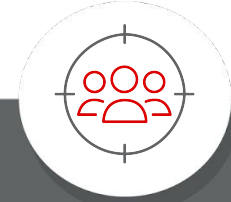
Our Advertising Solutions

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

Ad formats for all objectives

Banner Ads



Effective at **raising brand awareness**, and grabbing user attention

CTR: 0.25 to 1.50%

Native Ads



Effective at **driving performance** as it blends into the customer journey

CTR: 0.50 - 0.70%

EDMs & Push Notifications



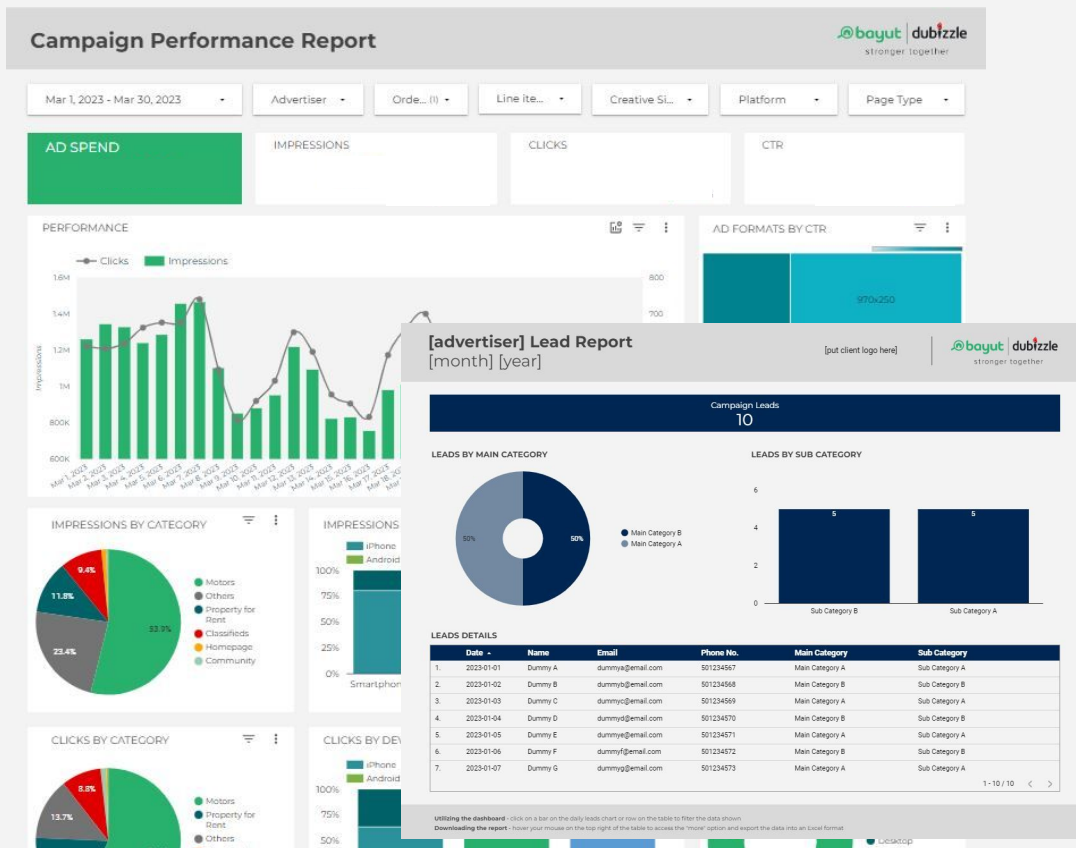
Effective at **reinforcing the messaging** or call-to-action from on site ads

EDMs Open Rate: 15 to 25%
Push Notifications CTR: 4 to 5%

Measure your campaign performance at all times

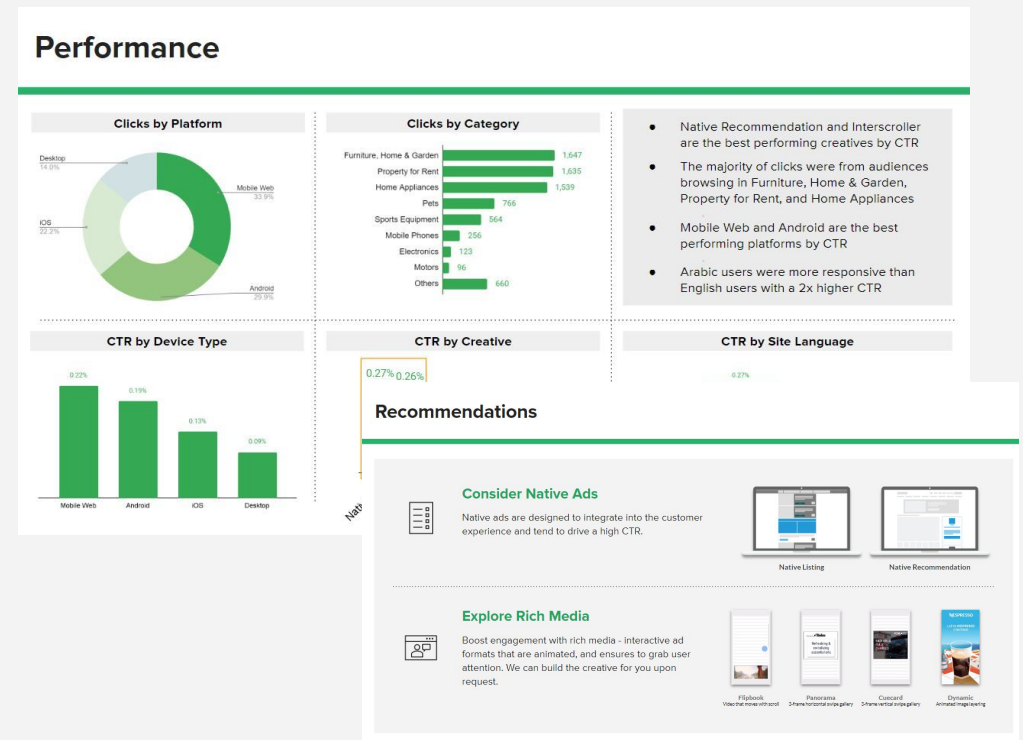
1) Campaign Reports

Receive periodic reports or monitor your campaign performance in real time with dashboards tailored to your needs.



2) Post-Campaign Analysis

See the effectiveness of your campaign as Bayut & dubizzle provides you a PCA report with results compared to the key metrics.



Why advertise with dubizzle?



Target specific audiences on our platform with tactical ad placement to increase relevance amongst users



Reach consumers who are in market to purchase at key decision moment



Utilise custom formats to enhance campaign performance such as Skin & Interscroller



Drive quality traffic to site whilst maintaining a high average on viewability rate



Gain key insights on your audience and online behaviour to better plan for future campaigns

The background features several large, overlapping circles in shades of light blue and light red. A faint, light gray line chart with data points is visible across the background. The chart has several data points labeled with numbers: 300, 450, 608, 367, 213, 630, 108, 308, 678, and 436.

dubizzle

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