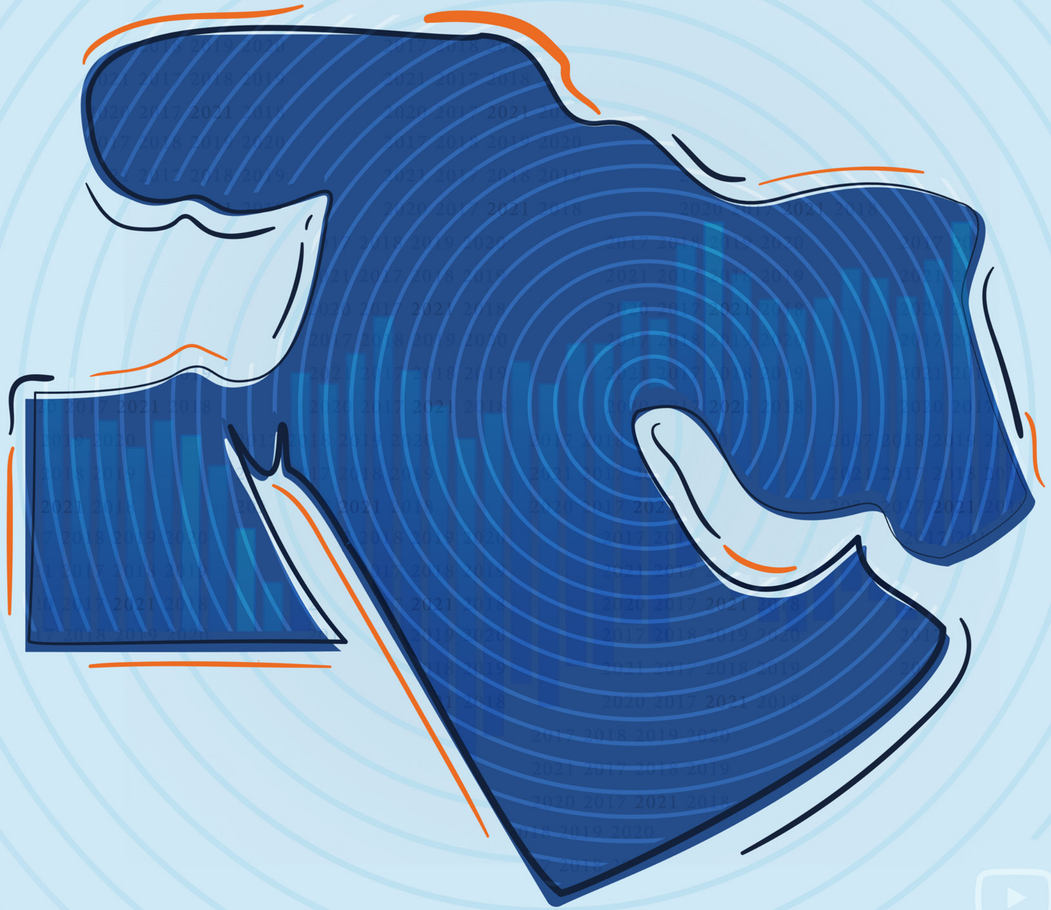
Crowd Analyzer

state of social media 2021

All you need to know about social media in **the Middle East**



Welcome note

Welcome to the State of Social Media 2021 Report, the Fifth Edition by Crowd Analyzer to empower you with accurate, relevant and high coverage data analytics needed to establish a stronger presence in the Middle East!

In 2020, the world has been hit by an unpredicted storm, a global pandemic, that caused major shifts in the way users and brands engage over social media. The Crowd Analyzer tool supported hundreds of clients from various industries by providing meaningful social media insights and analyzing billions of social media conversations in over 175 languages with over 91% accuracy rate. Such information will be what you need to fuel up your marketing strategy and take it to the next level in the right direction.

Our iconic State of Social Media report reflects valuable insights about social media behavior from an unprecedented year with so many lessons about agility, innovation and digital transformation in the MENA region. Every business needs to keep their eyes out for the future in 2021. Before walking you through 2020 insights in the following pages, we want to thank you for being part of the Crowd Analyzer community and for your continuous support in our journey. We shall continue to support our community to embrace the changes in the digital landscape with our reliable social media listening tool, inhouse experts, activation platform and distinguished partners.

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Ch 01 What has changed in 2020?

Social media has been an essential element in marketing. Before 2020, there was already a path to be traced, all the pandemic did is accelerate and optimize the process.

The biggest lesson in 2020 for brands is that you can never be 100% prepared for the future. However, it is important to try to predict trends, strategize, and plan with flexibility. Now more than ever, the world is relying on digital media.

The impact of the pandemic on the marketing landscape has been intense; many things have changed in user habits. Hence, it is fundamental for brands to stay on top of the evolving trends and changes to be part of the digital transformation.

The ability of social media listening tools to operate in real time is making it a digital solution for businesses. This report will bring you a step closer to understanding consumers in the MENA region and the state of social media in 2020 by presenting comprehensive insights and social media data in the MENA region over the last 12 months.

We also provide an in-depth analysis of the prominent industries shaping the business landscape in the region: telecommunications, e-commerce, food & beverages, FMCG, fintech, banking, and media.

By reading this, you will be able to understand what to expect in 2021 and the learning outcomes from 2020. Enjoy your read and don't forget to share your feedback on the 2021 Report!

#SOSM21_EmbraceAgility

Ch 02 Social Media Health Check

Social Media Insights Per Country

A key part of creating a strong and agile social media strategy meanwhile growing your online presence is understanding where your audience are. In this section, we provide the user demographics in several platforms in Egypt, Saudi Arabia, UAE, Kuwait, and Bahrain.

This data can be considered a starting point to figuring out who can be reached through what platforms. It is also the basis in which you can set up a marketing persona and expand your target audience in the right direction. The data for this section was last updated in January 2021 using each platform's self service advertising tools.

Egypt 06
Saudi Arabia 17
United Arab Emirates 28
Kuwait 39
Bahrain 50

01
02
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04

Egypt

Social media usage continues to grow at a very quick pace in Egypt. Egypt is still considered the most active nation on Facebook; the number of users increased from 38M to 44M since 2020. The number of users on Instagram increased this year as well from 11M to 14M. Male users exceed female users on all platforms with the exception of Snapchat. However, it is worth noting that female users are continually increasing as the number of active users grow in Egypt.

01

02

03

04

16M

Gen Z 13-25
7.7M

Gen X 41-55
1.9M

Gen Y or Millennials 26-40
6M

Babyboomers (56-65)
860K

28M

Gen Z 13-25
11M

Gen X 41-55
3.9M

Gen Y or Millennials 26-40
11M

Babyboomers (56-65)
1.6M

Interests & Hobbies

Shopping and fashion
35M

Games
27M

Music
32M

Fitness and wellness
21M

Sports and outdoors
34M

TV
24M

Food and Drink
28M

Movies
31M

Travel
28M

Active users

44M

Arabic users

ع

44M
users

English users

E

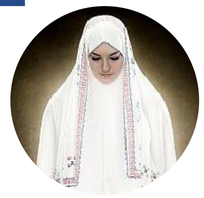
8.6M
users

3,9M

42M

Top Facebook pages in Egypt.

*based on total number of fans

	01	02	03	04	05
					
	Mustafa Hosny	Amr Khaled	Habebaty Magazine	Nass' El Jannah	MBC Misr
Likes	33.9M	30.2M	27.1M	23.3M	22.4M

	06	07	08	09	10
	Tamer Hosny	Al-Yom Sabe'	Amr Diab	DailyMedicalinfo.com	Asa7be Sarcasm Society
Likes	19.03M	18.7M	17.22M	15.89M	15.37M

01

02

03

04

6.3M

Gen Z 13-25 3.6M	**Gen X 41-55** 540K	1,2M
Gen Y or Millennials 26-40 2M	**Babyboomers (56-65)** 190K	5,6M

8M

Gen Z 13-25 4.3M	**Gen X 41-55** 660K	1,4M
Gen Y or Millennials 26-40 2.8M	**Babyboomers (56-65)** 200K	7,2M

Interests & Hobbies

Shopping and fashion 13M	**Games** 12M	**Music** 13M
Fitness and wellness 10M	**Sports and outdoors** 13M	**TV** 10M
Food and Drink 12M	**Movies** 12M	**Travel** 12M

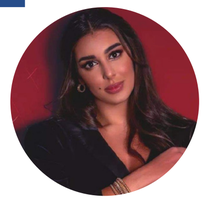
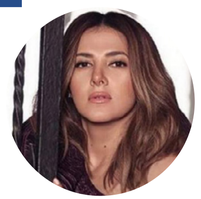
Active users

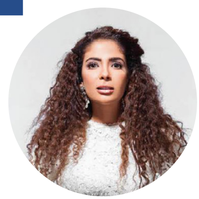
14M

Arabic users	English users
ع	E
14M users	**5.5M** users

Top Instagram influencers in Egypt.

*based on number of followers from Egypt

	01	02	03	04	05
					
	Tamer Hosny @tamerhosny	Mustafa Hosny @mustafahosnyofficial	Amr Diab @amrdiab	Yasmine Sabry @yasmine_sabri	Donia Samir Ghanem @donia.samir.ghanem
Followers	18M	14.3M	12.2M	13.4M	11.7M

	06	07	08	09	10
					
	Kinda Alloush @kindalloush	Mai Omar @maiomar_	Al Ahly SC @alahlyegypt	Mona Zaki @monazakiofficial	Ashraf Abdelbaky @ashrafabdilbaky
Followers	8.4M	6.6M	5.9M	5.6M	5.4M

01

383.4K–468.6K

Gen Z 13-24
65.8K–80.5K

Gen Y or Millennials 25-49
38.5K–47.0K

Gen X/ Babyboomers
3.2K–3.9K

90.0K–110.0K

249.8K–305.3K

02

2.8M–3.5M

Gen Z 13-24
432.3K–528.4K

Gen Y or Millennials 25-49
702.3K–858.4K

Gen X/ Babyboomers
82.4K–100.7K

558.0K–682.0K

1.9M–2.3M

03

Interests & Hobbies

Style and fashion
1.5M–1.9M

Sports
2.8M–3.4M

Home and garden
181.4K–221.7K

Food and Drink
491.0K–600.1K

Movies and television
3.2M–3.9M

Travel
941.4K–1.1M

Games
1.3M–1.6M

Music and radio
2.6M–3.2M

04

Active users

3.3M - 4.0M

Arabic users

ع

1.5M-1.9M
users

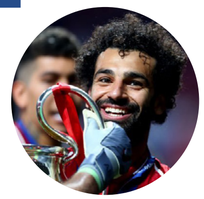
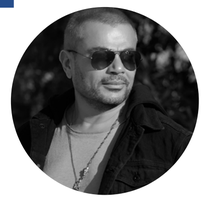
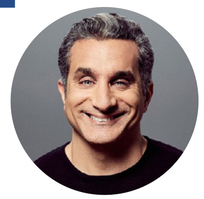
English users

E

491.7K-601.0K
users

Top Twitter profiles in Egypt.

*based on total number of followers

	01	02	03	04	05
					
	Mohamed Salah @MoSalah	Amr Diab @amrdiab	Bassem Youssef @Byoussef	Amr Khaled @amrkhaled	Al Youm Al Sabe' @youm7
Followers	13.7M	11.15M	11.13M	11.05M	9.98M

	06	07	08	09	10
	Mustafa Hosny @MustafaHosny	Mohamed Henedy @OfficialHenedy	Ahmed Helmy @ahelmy	Hamza Namira @HamzaNamira	Amr Waked @amrwaked
Followers	9.86M	9.64M	8.12M	7.67M	7.23M

Job Functions

Agriculture 21K	**Entertainment** 84K	**Public Administration** 41K
Arts 30K	**Finance** 210K	**Public Safety** 15K
Construction 220K	**Hardware & Networking** 160K	**Real Estate** 69K
Consumer Goods 180K	**Health Care** 270K	**Recreation & Travel** 150K
Corporate Services 360K	**Legal** 38K	**Retail** 64K
Design 110K	**Manufacturing** 340K	**Software & IT Services** 270K
Education 280K	**Media & Communications** 180K	**Transportation & Logistics** 87K
Energy & Mining 120K	**Non-profit** 75K	**Wellness & Fitness** 33K

Active users

5.3M

Job Levels

Unpaid	17K
Training	62K
Entry	1.1M
Senior	860K
Manager	270K
Director	120K
VP	64K
CXO	47K
Owner	72K
Partner	7.7K

01
02
03
04

4.9M - 6.5M

Gen Z 13-24
4.9M - 6.5M

Gen Y or Millennials 26-40
1.0M - 1.4M

Gen X / Boomers Age 40+
408K - 541.8K

408K - 541.8K

4.5M - 5.9M

2.0M - 2.7M

Gen Z 13-24
1.5M - 2.0M

Gen Y or Millennials 26-40
469.2K - 619.2K

Gen X / Boomers Age 40+
204K - 270.9K

244.8K - 322.5K

1.8M - 2.5M

Interests & Hobbies

Fashion & Style Gurus
2.1M - 2.8M

Wellness & Healthy Lifestyle
1.4M - 1.8M

Foodies
1.8M - 2.5M

Gamers
2.1M - 2.8M

Sports Fans
2.1M - 2.8M

Music Fans
2.5M - 3.4M

Fitness Enthusiasts
693.6K - 903K

Film & TV Fans
2.4M - 3.2M

Travel Enthusiasts
673.2K - 877.2K

Active users

7.1M - 9.3M

Arabic users

6.9M - 9.0M
users

English users

3.1M - 4.0M
users

Top Youtube channels in Egypt.

*based on total uploaded video views

	01	02	03	04	05
	MBC Misr	Al Hayah TV Network	Synergy Tamer Morsy	Mohamed Ramadan	Al Nahar TV
Total Views	4.5B	3.22B	2.42B	2.28B	2B
Subscribers	7.14M	6.4M	3.15M	7.49M	5.05M

	06	07	08	09	10
	Al Nahar Drama	Al Hayah Series TV	Omar Family	Tamer Hosny	CBC Drama
Total Views	1.9B	1.81B	1.64B	1.58B	1.56B
Subscribers	3.62M	3.16M	2.25M	5.23M	4.2M

01
02
03
04

Saudi Arabia

This year, the most popular platform is actually Snapchat. The number of users on Snapchat and Instagram increased, while Twitter witnessed a slight decrease in the number of users. In past years, Saudi Arabia had the highest user base on Twitter. Arabic is the main language used on most platforms except Facebook, which is one of the least popular platforms in Saudi Arabia.

01

02

03

04

3M

Gen Z 13-25
860K

Gen X 41-55
370K

Gen Y or Millennials 26-40
1.6M

Babyboomers (56-65)
110K

9.9M

Gen Z 13-25
2.4M

Gen X 41-55
1.4M

Gen Y or Millennials 26-40
5.8M

Babyboomers (56-65)
310K

Interests & Hobbies

Shopping and fashion
9.4M

Games
7.3M

Music
8.6M

Fitness and wellness
4.6M

Sports and outdoors
7.6M

TV
5.8M

Food and Drink
7M

Movies
8.5M

Travel
6.6M

Active users

13M

Arabic users

ع

5.9M
users

English users

E

8.3M
users

2.1M

11M

Top Facebook pages in KSA

*based on total number of fans

	01	02	03	04	05
	الصفحة الرسمية للشيخ د. محمد العريفي	د. عائض بن عبدالله القرني	Khawatir	Ahmad AlShugairi	sayidaty.net
Likes	23.3M	16.2M	15.5M	14.7M	13.2M

	06	07	08	09	10
	خديجة بن قنة	Rotana.net	Turki Al Alshikh	د. سلمان بن فهد العودة	YumYume.com
Likes	11M	9.08M	8.03M	7.1M	6.77M

01

02

03

04

6.7M

Gen Z 13-25
2.7M

Gen X 41-55
310K

5M

Gen Y or Millennials 26-40
3.6M

Babyboomers (56-65)
140K

2,1M

8.4M

Gen Z 13-25
2.9M

Gen X 41-55
570K

4,9M

Gen Y or Millennials 26-40
4.7M

Babyboomers (56-65)
180K

4,1M

Interests & Hobbies

Shopping and fashion
9.5M

Games
4.7M

Music
6.2M

Fitness and wellness
4.2M

Sports and outdoors
5.8M

TV
3.6M

Food and Drink
5.6M

Movies
5.6M

Travel
6.3M

Active users

15M

Arabic users

ع

8.8M
users

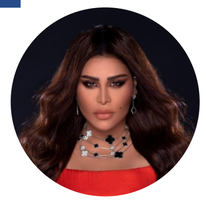
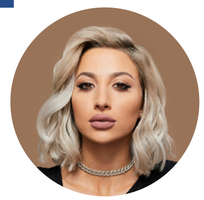
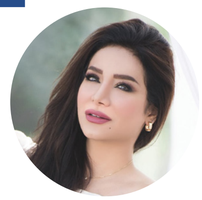
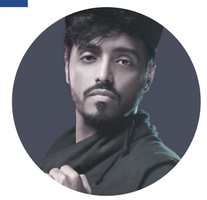
English users

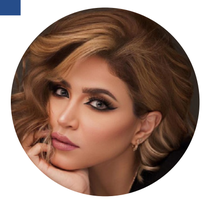
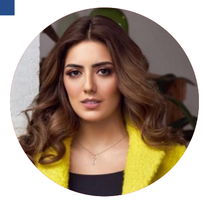
E

7M
users

Top Instagram influencers in KSA

*based on number of followers from Saudi Arabia

	01	02	03	04	05
					
	Ahlam Alshamsi	Model Roz	Saudi News	Lojain Omran	Tareq AlHarbi
	@ahlamalshamsi	@model_roz	@saudinews50	@lojain_omran	@6ar8o
Followers	12.4M	12.3M	12M	9.2M	8.8M

	06	07	08	09	10
					
	Noha Nabil	Afnan Al Batel	Haya Abdulsalam	Sheme	Ibrahim Basha
	@nohastyleicon	@afnan_albatel	@haya_abdul_salam	@sheme._.a	@ibrahimbasha
Followers	8.8M	8.6M	7.1M	7M	6.7M

01

02

03

04

669.6K–818.4K

Gen Z 13-24
1.3M–1.6M

Gen Y or Millennials 25-49
3.9M–4.8M

Gen X/ Babyboomers
197.6K–241.5K

517.3K–632.2K

112.6K–137.7K

10.0M–12.3M

Gen Z 13-24
1.4M–1.7M

Gen Y or Millennials 25-49
4.0M–4.9M

Gen X/ Babyboomers
211.3K–258.2K

6.9M–8.4M

2.6M–3.2M

Interests & Hobbies

Style and fashion
303.8K–371.3K

Sports
10.0M–12.3M

Home and garden
37.4K–45.7K

Food and Drink
109.0K–133.3K

Movies and television
2.9M–3.5M

Travel
770.4K–941.6K

Games
3.9M–4.8M

Music and radio
812.5K–993.0K

Active users

10.9M–13.3M

Arabic users

ع

6.0M-7.3M
users

English users

E

935.6K-1.1M
users

Top Twitter profiles in KSA

*based on total number of followers

	01	02	03	04	05
	د. محمد العريفي @MohamadAlarefe	د. عائض القرني @Dr_alqarnee	Ahmed AlShugairi @shugairi	Saudi News @saudinews50	صحيفة سبق الإلكترونية @sabqorg
Followers	19.86M	19.8M	18.2M	13.8M	13.3M

	06	07	08	09	10
	Salman Al Oudah @salman_alodah	Al Waleed Bin Talal @Alwaleed_Talal	هاشتاق السعودية @HashKSA	Al Hilal FC @Alhilal_FC	سلمان بن عبدالعزيز @KingSalman
Followers	13.1M	12.18M	10.15M	9.22M	8.9M

Job Functions

Agriculture 12K	**Entertainment** 60K	**Public Administration** 96K
Arts 23K	**Finance** 190K	**Public Safety** 26K
Construction 270K	**Hardware & Networking** 150K	**Real Estate** 41K
Consumer Goods 170K	**Health Care** 260K	**Recreation & Travel** 150K
Corporate Services 310K	**Legal** 30K	**Retail** 98K
Design 76K	**Manufacturing** 340K	**Software & IT Services** 210K
Education 270K	**Media & Communications** 130K	**Transportation & Logistics** 72K
Energy & Mining 210K	**Non-profit** 62K	**Wellness & Fitness** 29K

Active users

5M

Job Levels

Unpaid	20K
Training	48K
Entry	1.1M
Senior	740K
Manager	310K
Director	120K
VP	50K
CXO	38K
Owner	37K
Partner	8K

01

9.0M - 9.4M

Gen Z 13-24
3.9M - 4.1M

Gen Y or Millennials 25-39
3.9M - 4.0M

Gen X / Boomers Age 40+
2.2M - 2.3M

6.4M - 6.7M

2.6M - 2.7M

02

8.7M - 9.1M

Gen Z 13-24
3.2M - 3.3M

Gen Y or Millennials 25-39
4.3M - 4.5M

Gen X / Boomers Age 40+
2.4M - 2.5M

5.6M - 5.8M

3.1M - 3.3M

03

04

Interests & Hobbies

Fashion & Style Gurus
5.9M - 6.2M

Wellness & Healthy Lifestyle
4.0M - 4.2M

Foodies
4.9M - 5.1M

Gamers
5.7M - 6.0M

Sports Fans
6.9M - 7.2M

Music Fans
6.9M - 7.2M

Fitness Enthusiasts
2.0M - 2.1M

Film & TV Fans
6.9M - 7.2M

Travel Enthusiasts
2.1M

Active users

17.9M - 18.6M

Arabic users

ع

17.0M - 17.6M
users

English users

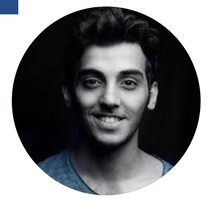
E

3.3M - 3.5M
users

Top Youtube channels in KSA

*based on total uploaded video views

	01	02	03	04	05
	mmoshaya	Super Somaa	Dyler	Sa7i	قناة كناري
Total Views	8.10B	911.8M	873.2M	785.8M	750.5M
Subscribers	14.6M	2.2M	6.62M	3.47M	1.19M

	06	07	08	09	10
					
	Almarai	MjrmGames	Thunayyan Khalid	Fir4sGamer	MrMrSnB2
Total Views	747.8M	724.7M	613.17M	606.01M	581.04M
Subscribers	270K	6.9M	3.4M	3.15M	5.67M

United Arab Emirates

It is no surprise that English is the preferred language in all platforms in the UAE, with the great number of non-Arabic speaking residents. The most popular platform in the UAE is Facebook with the highest number of female users compared to male users, while the least popular is Twitter.

01

02

03

04

2M

Gen Z 13-25
410K

Gen X 41-55
340K

Gen Y or Millennials 26-40
1.2M

Babyboomers (56-65)
85K

5.7M

Gen Z 13-25
1.2M

Gen X 41-55
880K

Gen Y or Millennials 26-40
3.4M

Babyboomers (56-65)
170K

Interests & Hobbies

Shopping and fashion
6.3M

Games
4.3M

Music
5.6M

Fitness and wellness
3.8M

Sports and outdoors
5.10M

TV
3.7M

Food and Drink
4.9M

Movies
5.5M

Travel
5.2M

Active users

7.7M

Arabic users

ع

1.6M
users

English users

E

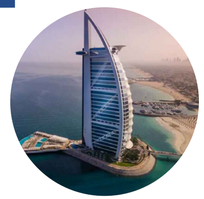
7M
users

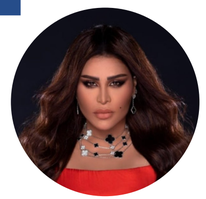
1.8M

6.5M

Top Facebook pages in UAE

*based on total number of fans

	01	02	03	04	05
	Supercar Blondie	Sky News Arabia	 Dubai, UAE	Orient	Emirates
Likes	34.8M	15.7M	13.14M	13.1M	10.69M

	06	07	08	09	10
	 Ahlam	Zee Alwan TV	Zee Aflam TV	Adnan Al Kateb	Fatafeat
Likes	9.67M	9.65M	8.84M	8.4M	8.3M

01

02

03

04

1.8M

Gen Z 13-25
460K

Gen X 41-55
210K

1.1M

Gen Y or Millennials 26-40
1.1M

Babyboomers (56-65)
43K

860K

2.8M

Gen Z 13-25
780K

Gen X 41-55
320K

1.3M

Gen Y or Millennials 26-40
1.7M

Babyboomers (56-65)
65K

1.8M

Interests & Hobbies

Shopping and fashion
3.8M

Games
2.5M

Music
3.2M

Fitness and wellness
2.5M

Sports and outdoors
3.1M

TV
2.3M

Food and Drink
2.9M

Movies
3.1M

Travel
3.3M

Active users

4.7M

Arabic users

ع

1.4M
users

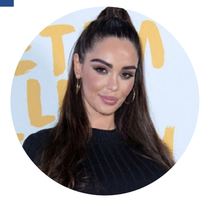
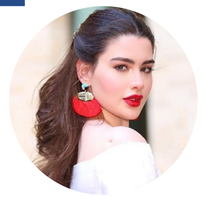
English users

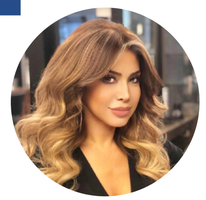
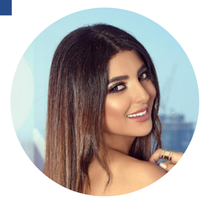
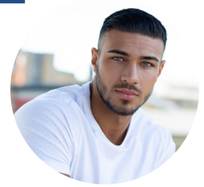
E

3.7M
users

Top Instagram influencers in UAE

*based on number of followers from UAE

	01	02	03	04	05
			Emirates		
	Joelle Mardinian @joellemardinian	Nabilla @nabilla	Emirates @emirates	Abdulaziz @bin_baz	Rawan Bin Hussain @rawan
Followers	14.8M	6.4M	5.4M	5.2M	5.2M

	06	07	08	09	10
					
	Nawal El Zoghby @nawalelzoghbi	Mariam Said @mariamsaidofficial	Movlogs @movlogs	Tommy TNT Fury @tommytntfury	Amr maskoun @amrmaskoun
Followers	4.9M	4.5M	3.5M	3.2M	3.2M

01

193.3K–236.2K

Gen Z 13-24
34.9K–42.6K

Gen Y or Millennials 25-49
67.3K–82.2K

Gen X/ Babyboomers
4.3K–5.2K

134.6K–164.5K

48.9K–59.8K

02

1.3M–1.6M

Gen Z 13-24
165.9K–202.8K

Gen Y or Millennials 25-49
624.9K–763.8K

Gen X/ Babyboomers
39.9K–48.8K

795.6K–972.4K

491.4K–600.6K

03

04

Interests & Hobbies

Style and fashion
323.2K–395.1K

Food and Drink
169.9K–207.6K

Games
484.5K–592.2K

Sports
1.4M–1.7M

Movies and television
1.2M–1.5M

Music and radio
513.0K–627.0K

Home and garden
69.8K–85.3K

Travel
673.9K–823.6K

Active users

1.6M–2.0M

Arabic users

ع

375.8K-459.3K
users

English users

E

484.5K-592.2K
users

Top Twitter profiles in UAE

*based on total number of followers

	01	02	03	04	05
	العربية عاجل @AlArabiya_Brk	العربية @AlArabiya	HH Sheikh Mohammed @HHShMohd	الحـــدث @AlHadath	Ahlam Al Shamsi @AhlamAlShamsi
Followers	20M	14.5M	10.4M	9.14M	9M

	06	07	08	09	10
	Hussien Aljassmi @7sainaljassmi	Sky News Arabia @skynewsarabia	Faris Awad @farisf9	Man. City Arabia @Cityarabia	Mustafa Agha @mustafa_agha
Followers	6.9M	6.4M	4.84M	4.65M	4.6M

Job Functions

Agriculture 8,200	**Entertainment** 72K	**Public Administration** 61K
Arts 23K	**Finance** 300K	**Public Safety** 15K
Construction 350K	**Hardware & Networking** 91K	**Real Estate** 93K
Consumer Goods 260K	**Health Care** 210K	**Recreation & Travel** 370K
Corporate Services 390K	**Legal** 26K	**Retail** 180K
Design 90K	**Manufacturing** 330K	**Software & IT Services** 230K
Education 160K	**Media & Communications** 130K	**Transportation & Logistics** 140K
Energy & Mining 210K	**Non-profit** 48K	**Wellness & Fitness** 39K

Active users

4.8M

Job Levels

Unpaid	14K
Training	23K
Entry	1.3M
Senior	980K
Manager	360K
Director	180K
VP	110K
CXO	66K
Owner	79K
Partner	25K

01

02

03

04

1.2M - 1.3M

Gen Z 13-24
480K - 510K

Millennials Age 25-39
570K - 600K

Gen X / Boomers Age 40+
360K - 375K

870K - 900K

360K - 375K

1.1M

Gen Z 13-24
390K - 405K

Millennials Age 25-39
510K - 540K

Gen X / Boomers Age 40+
270K - 285K

690K - 720K

345K-360K

Interests & Hobbies

Fashion & Style Gurus
840K - 870K

Wellness & Healthy Lifestyle
570K-600K

Foodies
690K - 720K

Gamers
660K - 690K

Sports Fans
930K - 960K

Music Fans
930K - 960K

Fitness Enthusiasts
285K - 300K

Film & TV Fans
960K - 990K

Travel Enthusiasts
285K - 300K

Active users

2.3M - 2.4M

Arabic users

ع

1.3M-1.4M
users

English users

E

1.5M-1.6M
users

Top Youtube channels in UAE

*based on total uploaded video views

	01	02	03	04	05
	Platinum Records	AlArabiya	Hussain Al Jassmi	Arabian Fairy Tales	Visit Dubai
Total Views	2.9B	2.3B	1.5B	1B	995.2M
Subscribers	6M	5M	3.8M	3.6M	301K

	06	07	08	09	10
	Al Aan TV	Star Academy Arabia	Family Fizz	ArabGT.com	Orient TV
Total Views	969.1M	896.5M	531.6M	491.9M	480.6M
Subscribers	1.5M	1M	2.24M	2M	968K

Kuwait

Almost half of the population in Kuwait use Facebook and Instagram; they are the two leading platforms. There has been a 15% increase in Instagram users since 2020, while Facebook has remained relatively the same. LinkedIn users have also witnessed an increase in the number of users from 430K in 2020 to 760K in 2021. On the other hand, Twitter shows a slight decrease in the number of users from last year.

01

02

03

04

750K

Gen Z 13-25
130K

Gen X 41-55
150K

Gen Y or Millennials 26-40
440K

Babyboomers (56-65)
30K

1.7M

Gen Z 13-25
280K

Gen X 41-55
360K

Gen Y or Millennials 26-40
1M

Babyboomers (56-65)
69K

Interests & Hobbies

Shopping and fashion
2M

Games
1.5M

Music
1.7M

Fitness and wellness
1M

Sports and outdoors
1.6M

TV
1.1M

Food and Drink
1.5M

Movies
1.7M

Travel
1.4M

Active users

2.5M

Arabic users

ع

930K
users

English users

E

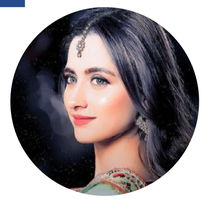
1.9M
users

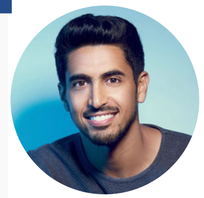
590K

2.1M

Top Facebook pages in Kuwait

*based on total number of fans

	01	02	03	04	05
	Mishary Bin Rashed	Samo Zaen	Dr. Tareq Al Suwaidan	 Sanjeeda Shaikh	قناة الرسالة الفضائية
Likes	20.2M	9.8M	8.4M	4.8M	2.5M

	06	07	08	09	10
	Kuwait UPTO Date	 Humood Al Khudher	The 99 Official Page	Al Anba Newspaper	Al Yaqza Magazine
Likes	2.16M	1.67M	1.24M	1M	1M

01

02

03

04

950K

Gen Z 13-25
270K

Gen X 41-55
110K

740K

Gen Y or Millennials 26-40
560K

Babyboomers (56-65)
22K

290K

1.4M

Gen Z 13-25
350K

Gen X 41-55
180K

910K

Gen Y or Millennials 26-40
800K

Babyboomers (56-65)
40K

580K

Interests & Hobbies

Shopping and fashion
1.7M

Games
1M

Music
1.2M

Fitness and wellness
960K

Sports and outdoors
1.2M

TV
800K

Food and Drink
1.2M

Movies
1.2M

Travel
1.3M

Active users
2.3M

Arabic users
ع
990K
users

English users
E
1.6M
users

Top Instagram influencers in Kuwait

*based on number of followers from Kuwait

	01	02	03	04	05
	Dalal AlDoub @dalalid	BIG RAMY @big_ramy	X-Cite By Alghanim @xcitealghanim	وزارة الداخلية @moi_kuw	Kuwait Drag Race @drag965
Followers	2.8M	2.4M	1M	1M	891.8K

	06	07	08	09	10
	Alziadi Q8 @alziadiq8	شركة عروض كيو ايت @3roodq8	The Avenues @the_avenues	Cinescape™ @cinescapekuwait	Marzouq Ali Ghanim @marzouqalialghanim
Followers	630.2K	626.7K	620.2K	574.7K	570.6K

01

72.7K-88.8K

Gen Z 13-24
15.1K–18.4K

Gen Y or Millennials 25-49
18.0K–22.0K

Gen X/ Babyboomers
1.0K–1.3K

59.4K–72.6K

12.6K–15.4K

02

1.0M–1.3M

Gen Z 13-24
149.0K–182.1K

Gen Y or Millennials 25-49
442.4K–540.7K

Gen X/ Babyboomers
57.2K–69.9K

862.2K–1.0M

231.8K–283.3K

03

04

Interests & Hobbies

Style and fashion
112.6K–137.7K

Sports
1.1M–1.4M

Home and garden
12.9K–15.8K

Food and Drink
38.8K–47.5K

Movies and television
1.0M–1.2M

Travel
401.7K–491.0K

Games
266.4K–325.6K

Music and radio
295.2K–360.8K

Active users

1.1M–1.4M

Arabic users

ع

638.2K-780.1K
users

English users

E

187.2K-228.8K
users

Top Twitter profiles in Kuwait

*based on total number of followers

	01	02	03	04	05
	Mishary Bin Rashed @Alafasy	Nabil El Awady @NabilAlawadhy	Dr. Tareq Al Suwaidan @TareqAlSuwaidan	Mohamed Al Awady @mh_awadi	Dr. AbduAllah Al Nafisy @DrAlnefisi
Followers	14.6M	11.2M	9.9M	4.1M	2.8M

	06	07	08	09	10
	تفتيش الكويت @TfTeeeSH	Saad Alosh @Saad3alosh	الوطن الإلكترونية @WatanNews	شامل نيوز @liferdefempire	رحـــال @7madms
Followers	2.4M	2.19M	2.16M	2M	1.9M

Job Functions

Agriculture	2K
Arts	4,500
Construction	46K
Consumer Goods	36K
Corporate Services	43K
Design	14K
Education	29K
Energy & Mining	48K
Entertainment	11K
Finance	37K
Hardware & Networking	16K
Health Care	29K
Legal	4,500
Manufacturing	46K
Media & Communications	18K
Non-profit	8.2K
Public Administration	9,400
Public Safety	3,300
Real Estate	9K
Recreation & Travel	31K
Retail	29K
Software & IT Services	31K
Transportation & Logistics	15K
Wellness & Fitness	5.7K

Active users

760K

Job Levels

Unpaid	2.8K
Training	3.8K
Entry	190K
Senior	130K
Manager	53K
Director	21K
VP	12K
CXO	8.4K
Owner	11K
Partner	13K

01

02

03

04

330K - 345K

Gen Z 13-24
345K - 360K

Millennials Age 25-39
375K - 390K

Gen X / Boomers Age 40+
315K - 330K

750K - 780K

165K - 172.5K

780K - 810K

Gen Z 13-24
270K - 285K

Millennials Age 25-39
375K - 390K

Gen X / Boomers Age 40+
255K - 270K

630K - 660K

165K - 172.5K

Interests & Hobbies

Fashion & Style Gurus
570K - 600K

Wellness & Healthy Lifestyle
390K - 405K

Foodies
480K - 510K

Gamers
510K - 540K

Sports Fans
660K - 690K

Music Fans
660K - 690K

Fitness Enthusiasts
195K - 202.5K

Film & TV Fans
690K - 720K

Travel Enthusiasts
195K - 202.5K

Active users

1.7M - 1.8M

Arabic users

1.5M-1.6M
users

English users

720K-750K
users

Top Youtube channels in Kuwait

*based on total uploaded video views

	01	02	03	04	05
	Alafasy	استديو جولدن ميديا القناة الرسميه	Atv Kuwait	Marina Tv	STC Kuwait
Total Views	455M	404M	360M	215M	208M
Subscribers	2.6M	377K	651K	1.05M	174K

	06	07	08	09	10
	NBK Group	Alziadi Q8	Zain Kuwait	Allailak Sound	Humood Al Khudher
Total Views	155.8M	140.7M	114.3M	114.2M	102.2M
Subscribers	174K	199K	145K	163K	704K

01
02
03
04

Bahrain

The dominant language in Bahrain is English for most platforms. However, this does not apply to Snapchat; arabic users are slightly more than english users. Instagram is considered to be the most popular platform in Bahrain. Generally, male users exceed female users, but for Snapchat female users are actually more than male users.

210K

Gen Z 13-25
41K

Gen X 41-55
43K

Gen Y or Millennials 26-40
120K

Babyboomers (56-65)
11K

600K

Gen Z 13-25
110K

Gen X 41-55
110K

Gen Y or Millennials 26-40
350K

Babyboomers (56-65)
25K

Interests & Hobbies

Shopping and fashion
650K

Games
460K

Music
570K

Fitness and wellness
380K

Sports and outdoors
520K

TV
380K

Food and Drink
510K

Movies
580K

Travel
500K

Active users
820K

Arabic users
ع
170K
users

English users
E
720K
users

160K

710K

Top Facebook pages in Bahrain

*based on total number of fans

	01	02	03	04	05
	Donia Batma	Rashed Almajid	Hala Al Turk	Al Ayam	Gulf Air
Likes	1.2M	822K	791K	635.7K	550.2K

	06	07	08	09	10
	Gulf Insider	Hour Choice	Novo Cinemas	City Centre Bahrain	Alwasat News
Likes	457.7K	416.6K	359.8K	321.6K	318K

01

02

03

04

370K

Gen Z 13-25
110K

Gen X 41-55
49K

210K

Gen Y or Millennials 26-40
200K

Babyboomers (56-65)
10K

190K

520K

Gen Z 13-25
140K

Gen X 41-55
80K

210K

Gen Y or Millennials 26-40
280K

Babyboomers (56-65)
20K

360K

Interests & Hobbies

Shopping and fashion
680K

Games
420K

Music
510K

Fitness and wellness
430K

Sports and outdoors
510K

TV
330K

Food and Drink
510K

Movies
490K

Travel
550K

Active users

890K

Arabic users

ع

390K
users

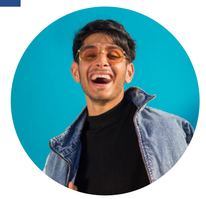
English users

E

600K
users

Top Instagram influencers in Bahrain

*based on number of followers from Bahrain

	01	02	03	04	05
					
	Omar Farooq @omr94	Deerty Bahrin @deertybhr	Khalid Janahi @khaled_janahi	Batelco Bahrain @batelco	Zain Bahrain @zainbahrain
Followers	2M	480.8K	376.1K	316.3K	271.3K

	06	07	08	09	10
	Al Ayam Newspaper @alayamnewspaper	Viva Bahrain @viva_bh	بوابة البحرين @b4bhcom	Zainab Al Sa'ady @zezo0o81	Ministry of Interior @moi_bahrain
Followers	266.8K	256.6K	251.6K	245.1K	190.6K

01

02

03

04

28.0K–34.3K

Gen Z 13-24
5.4K–6.6K

Gen Y or Millennials 25-49
7.5K–9.2K

50+
720.0–880.0

12.2K–14.9K

8.2K–10.1K

254.8K–311.5K

Gen Z 13-24
41.4K–50.6K

Gen Y or Millennials 25-49
101.5K–124.0K

50+
14.0K–17.1K

149.0K–182.1K

95.0K–116.1K

Interests & Hobbies

Style and fashion
303.8K–371.3K

Food and Drink
109.0K–133.3K

Games
3.9M–4.8M

Sports
10.0M–12.3M

Movies and television
2.9M–3.5M

Music and radio
812.5K–993.0K

Home and garden
37.4K–45.7K

Travel
770.4K–941.6K

Active users

297K–363K

Arabic users

117.7K-143.8K
users

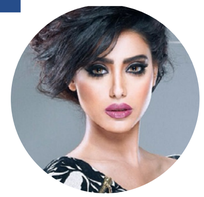
English users

72.7K-88.8K
users

Top Twitter profiles in Bahrain

*based on total number of followers

	01	02	03	04	05
	Jamal Khashoggi @JKhashoggi	Mohammed Al Arab @malarab1	Khalid Bin Ahmed @khalidalkhalifa	Khalid Abdul Rahman @KUhp2222	Ministry of Interior @moi_bahrain
Followers	1.6M	679.8K	536K	517K	452.9K

	06	07	08	09	10
		وكالة أنباء البحرين Bahrain News Agency	حلويات سعد الدين SAADEDDIN PASTRY		
	Shaila Sabt @shailasabt	وكالة انباء البحرين @bna_ar	حلويات سعدالدين @saadeddinpastry	Nabeel Rajab @NABEELRAJAB	Retweet Bahrain @Re2weet
Followers	419.9K	409.5K	379.7K	368.6K	352K

Job Functions

Agriculture	810
Arts	2.4K
Construction	22K
Consumer Goods	16K
Corporate Services	26K
Design	7.5K
Education	16K
Energy & Mining	14K
Entertainment	5.400
Finance	27K
Hardware & Networking	10K
Health Care	12K
Legal	2.2K
Manufacturing	24K
Media & Communications	9.8K
Non-profit	3.8K
Public Administration	6.2K
Public Safety	2.3K
Real Estate	5.2K
Recreation & Travel	23K
Retail	11K
Software & IT Services	16K
Transportation & Logistics	7.6K
Wellness & Fitness	2.7K

Active users

380K

Male

220K
users

Female

100K
users

Job Levels

Unpaid	2K
Training	4.7K
Entry	89K
Senior	65K
Manager	28K
Director	14K
VP	9.2K
CXO	4.4K
Owner	6.5K
Partner	1.6K

01

02

03

04

300K - 315K

Gen Z 13-24
105K - 112.5K

Millennials Age 25-39
120K - 127.5K

Gen X / Boomers Age 40+
112.5K - 120K

172.5K - 180K

120K - 127.5K

240K - 255K

Gen Z 13-24
81K - 84K

Millennials Age 25-39
112.5K - 120K

Gen X / Boomers Age 40+
72K - 75K

127.5K - 135K

105K - 112.5K

Interests & Hobbies

Fashion & Style Gurus
180K - 187.5K

Wellness & Healthy Lifestyle
127.5K - 135K

Foodies
150K - 157.5K

Gamers
157.5K - 165K

Sports Fans
217.5K - 225K

Music Fans
217.5K - 225K

Fitness Enthusiasts
60K - 63K

Film & TV Fans
210K - 217.5K

Travel Enthusiasts
63K - 66K

Active users

540K - 570K

Arabic users

ع

390K-405K
users

English users

E

315K-330K
users

Top Youtube channels in Bahrain

*based on total uploaded video views

	01	02	03	04	05
	عبدالله النعيمي	Omar Farooq	Ahmed Behiry	Batelco	STC Bahrain
Total Views	315.2M	292.2M	225.9M	22.9M	13.8M
Subscribers	2.12M	3.11M	1.14M	55.9K	18.6K

	06	07	08	09
	Al Ayam Newspaper	Sharkee	Zain Bahrain	Gulf Air
Total Views	12.15M	7.6M	7.3M	5.4M
Subscribers	0	95.3K	6.5K	4.6K

Ch 03 Industries Analysis

This section will focus on the most popular industries in the MENA region. It provides a general overview on how social media users interacted with content produced by the top brands in each of the monitored industries in 2020, along with a more focused regional analysis and an overview of the main highlights of the pandemic.

The data captured throughout this chapter was monitored and analyzed using our very own Crowd Analyzer tool.

Telecommunication 62
E-Commerce 84
Fintech 108
Banking 120
On-Demand Streaming 137

BONUS

F&B 163
FMCG 185

TELECOMMUNICATION

The telecom industry is quite competitive; everyone is trying to put their best marketing tactics out there. The industry is often characterized by the type of relationship they have with their customers. Social media is now used as one of the key channels to build a meaningful connection with the audience. The success of a telecom brand is not only about the service they provide; they are about how the audience interact with the brand. In this section, we present valuable information about customer engagement by analyzing brands content and user conversations to be able to identify the most recent consumer trends.

Monitored Sample

Monitored Period:
JAN - DEC 20

Total Activities
41.8M

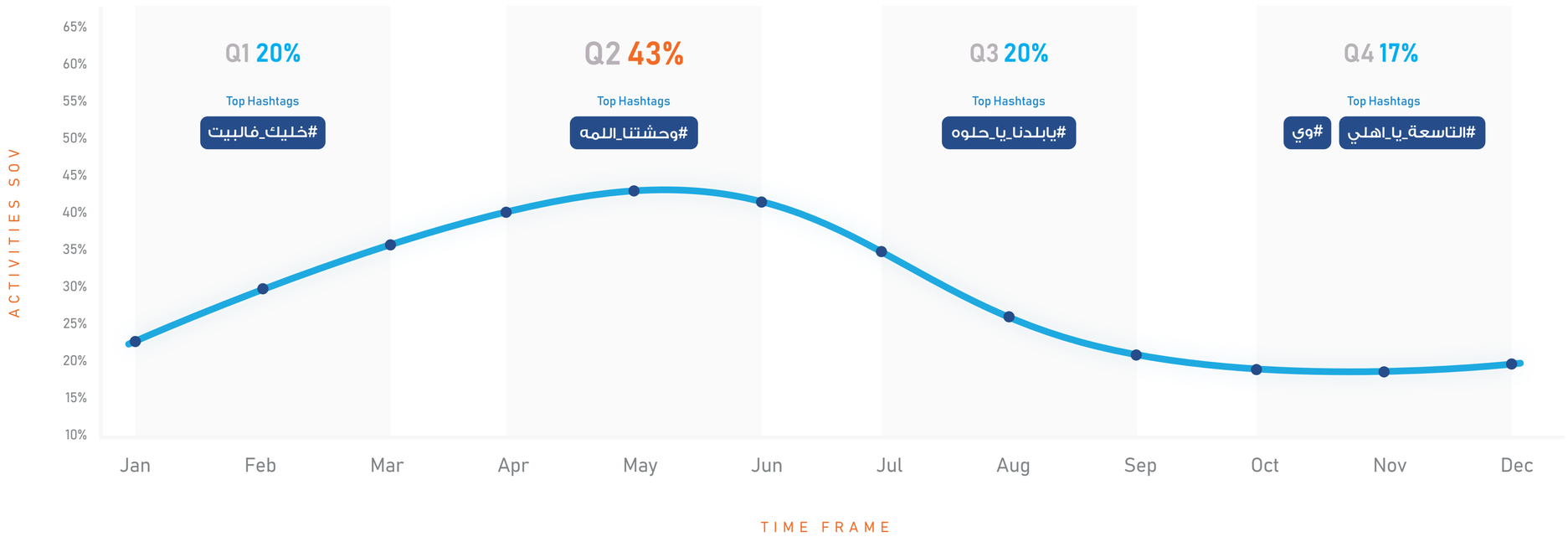
Monitored Brands
13 Brands + 68 Social Accounts

Locations
KSA, EGY, UAE and Kuwait

Overall Telecom Analysis

Timeline Analysis *based on user and brand activity

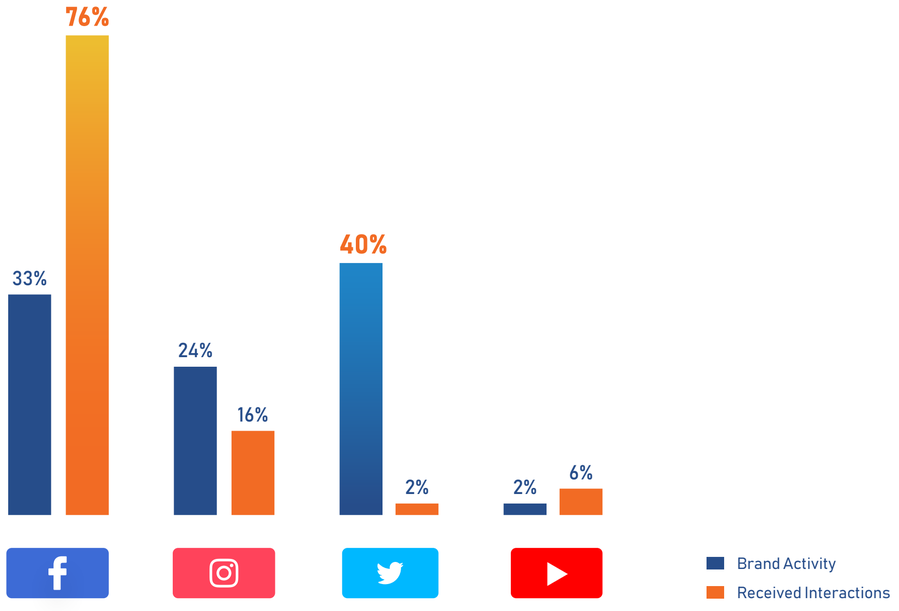
The peak of engagement was during the second quarter of the year during the month of Ramadan.



Overall Telecom Analysis

Platform Analysis

This section is based on the analysis of 68 monitored telecom social accounts during 2020, analysis accounted for brands owned content and gained interactions across Facebook, Instagram, Twitter and YouTube.



Sentiment Analysis

This analyzes how the MENA audience feel towards social media posts in the telecom industry.

Positive	Negative	Neutral
6%	29%	65%

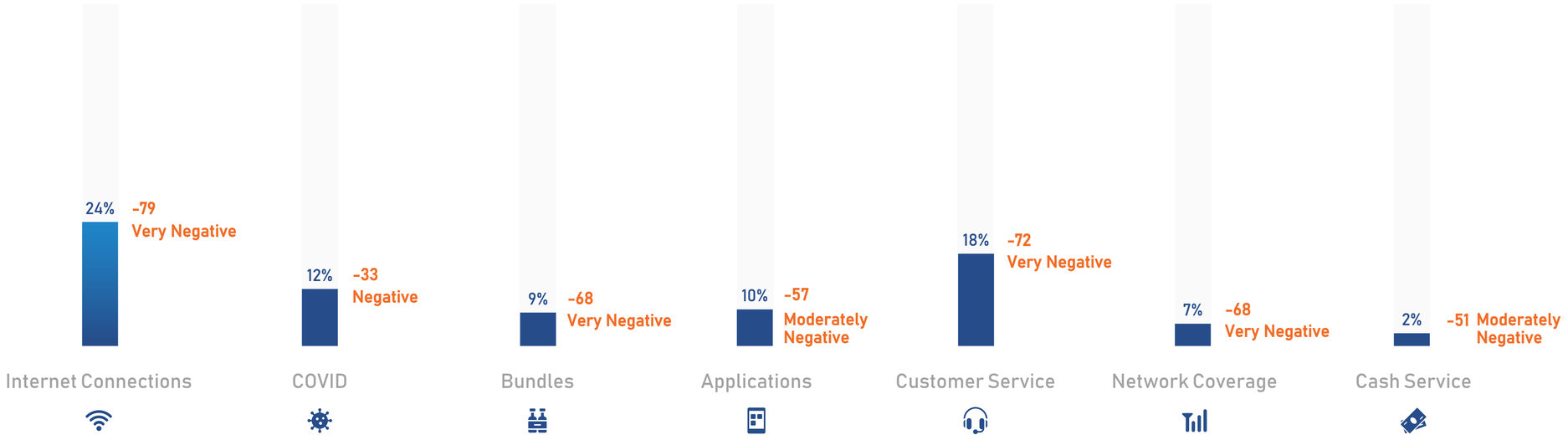
Top Hashtags*

- #وي 10%
- #اتصالات_اقوي_شبكة_في_مصر 7%
- #قبل_اي_حد 7%
- #خليك_في_البيت 6%
- #staysafe 6%

*Percentage of total analyzed hashtags engagements (41.4M)

Overall Telecom Analysis

Most Popular Topics based on Twitter mentions



*The process of calculating audience overall opinion/feeling towards brands and/or topics-based on monitoring user mentions mentions. Crowd Analyzer applies the following equation for calculating sentiment score:(positive activities - negative activities)/(positive activities + negative activities)*100

Share of Voice
Sentiment Score*

Overall Telecom Analysis

Top Tweets

01

stc السعودية
@stc_ksa

بمناسبة #ذكرى_البيعة_السادسة

عندنا سحب على أجهزة iPhone 12 Pro كثيرة 😍 📱

كل اللي عليك، تسوي ريتويت للتغريدة 🔃

Translate Tweet

12:11 PM · Nov 18, 2020 · Buffer

27.7K Retweets **3,134** Quote Tweets **6,976** Likes

6.9K 27.7K

02

stc السعودية
@stc_ksa

استشعاراً بمسؤوليتنا وبالتنسيق مع الجهات الحكومية المعنية في الإجراءات الاحترازية وتوفير بدائل رقمية من تطبيقات التعليم والتطبيب عن بعد نعلن التصفح المجاني دون استهلاك أي بيانات للمنصات التالية:
بوابة عين

ien.edu.sa
التعليم الموحد
vschool.sa
تطبيق صحة

Translate Tweet

11:13 AM · Mar 9, 2020 · Buffer

10K Retweets **897** Quote Tweets **11.5K** Likes

11.5K 10K

03

stc السعودية
@stc_ksa

شاركوا معنا للفوز بـ 10 أجهزة iPhone
كل يوم ولمدة 10 أيام 📱 😍
إذا جاوبتوا على السؤال 👇
ايش أجهزة iPhone اللي ضربيتها علينا
شاركنا إجابتك على
#عروض_iPhone_من_stc
وراح نختار الفائز من الهاشتاق

Translate Tweet

8:19 PM · Jul 10, 2020 · Twitter for iPhone

5,763 Retweets **264** Quote Tweets **3,606** Likes

3.6K 5.76K

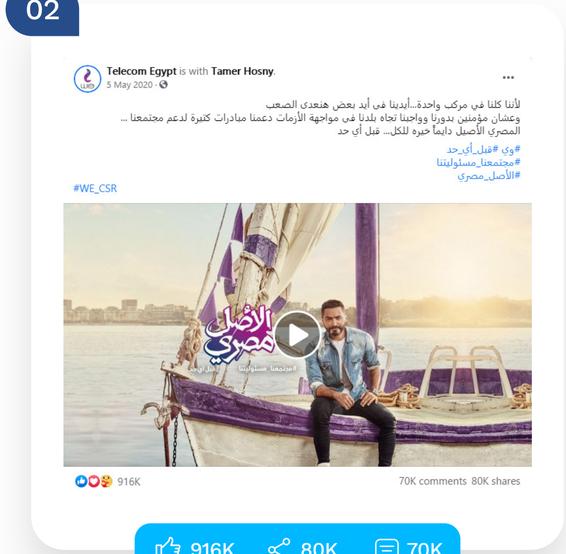
Overall Telecom Analysis

Top Posts

01

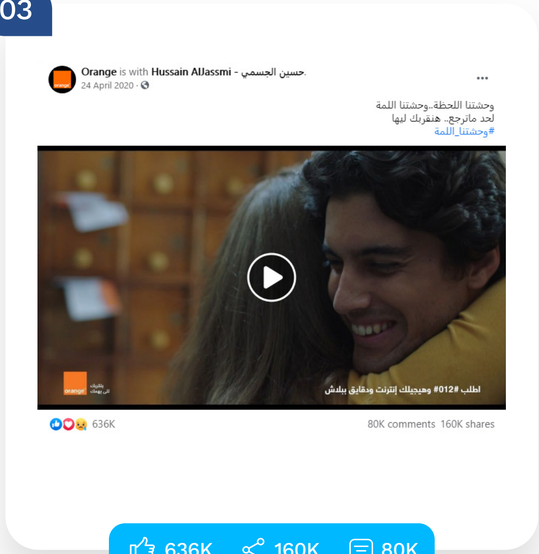
1.3M 79K 65K

02



916K 80K 70K

03



636K 160K 80K

Overall Telecom Analysis

Top Posts

01

2.5K 26.9K

02

3.6K 23.9K

03

1.9K 21.1K

Overall Telecom Analysis

Top Videos

01

77.14M 280K

02

69.98M 102K

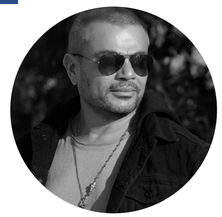
03

59.127K 59K

Overall Telecom Analysis

Top Influencers

01



Amr Diab
@amrdiab

02

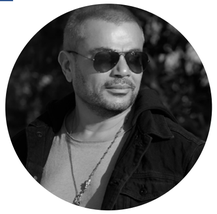
عبدالمجيد عبدالله
@Abdulmajeed6531

03

عبدالعزيز الحمادي
@Abdulaziz_Hmadi

Top Influencers

01



Amr Diab

02

Mohamed Ramadan

03

Kiss

Overall Telecom Analysis

Top Influencers

01

عبدالله السبع
@7alsabe

02

تركي آل الشيخ
@turkialalshik

03

Hasan Naji Kutbi
@hasan_kutbi

Top Influencers

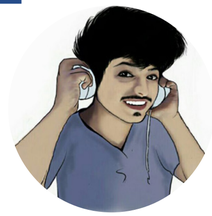
01

Mohamed Ramadan

02

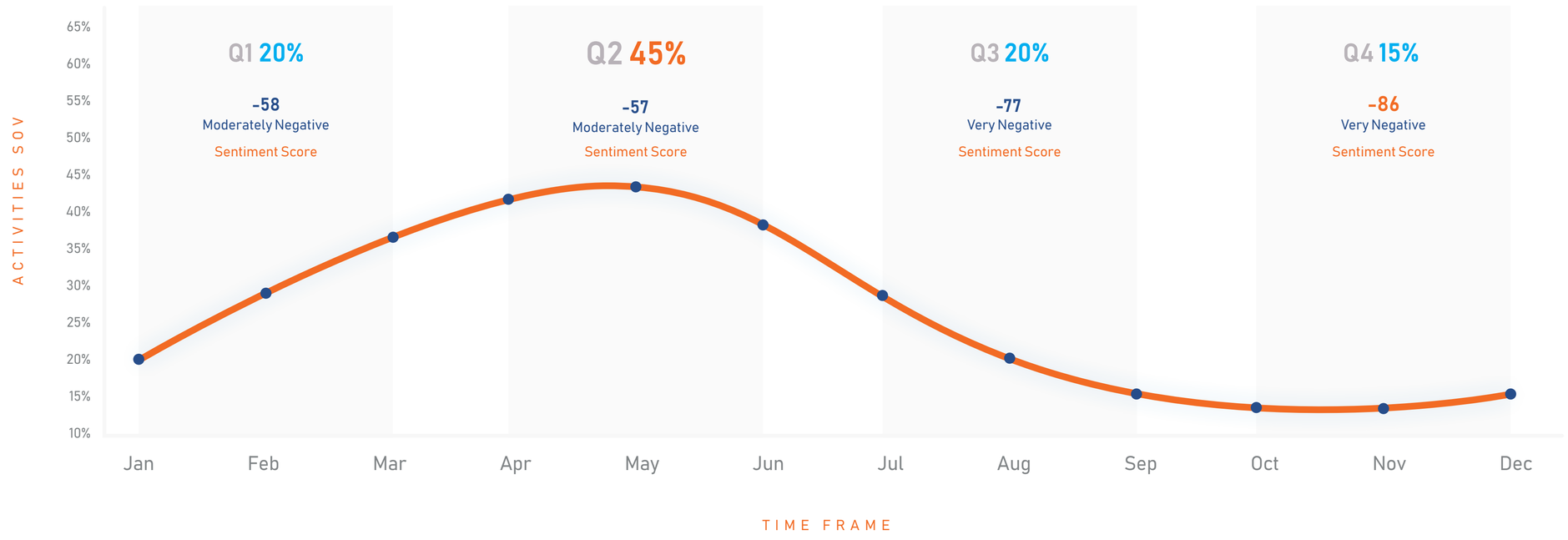
Tamer Hosny

03



Games Mzuuoon

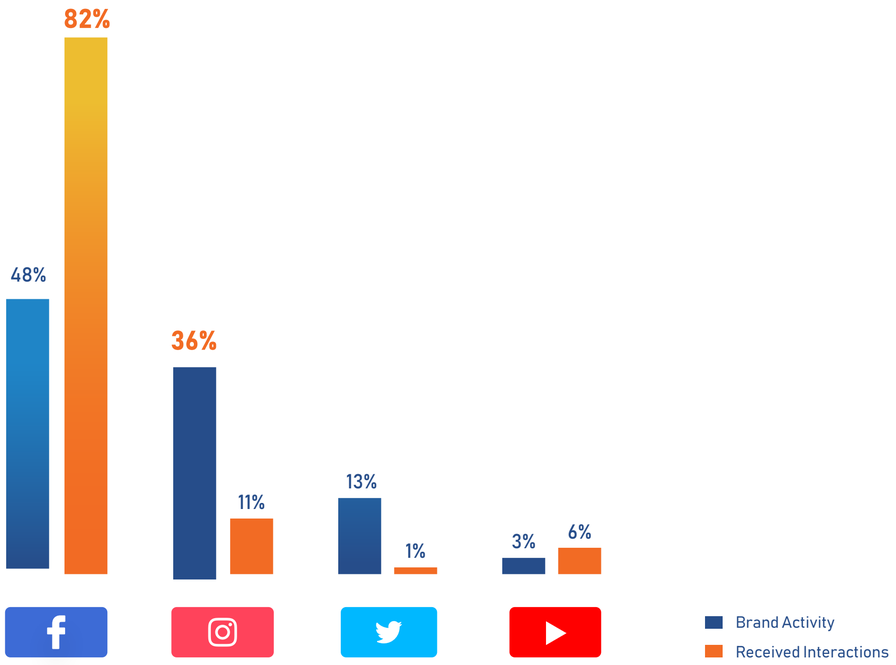
Quarterly Timeline Analysis



TELECOMMUNICATION

Egypt

Platform Analysis



Top Hashtags*

*percentage of total analyzed hashtags engagements (36.8M)

#وي	11%
#اتصالات_اقوي_شبكة_في_مصر	8%
#قبل_اي_حد	8%
#خليك_في_البيت	7%
#staysafe	6%

Top Brands

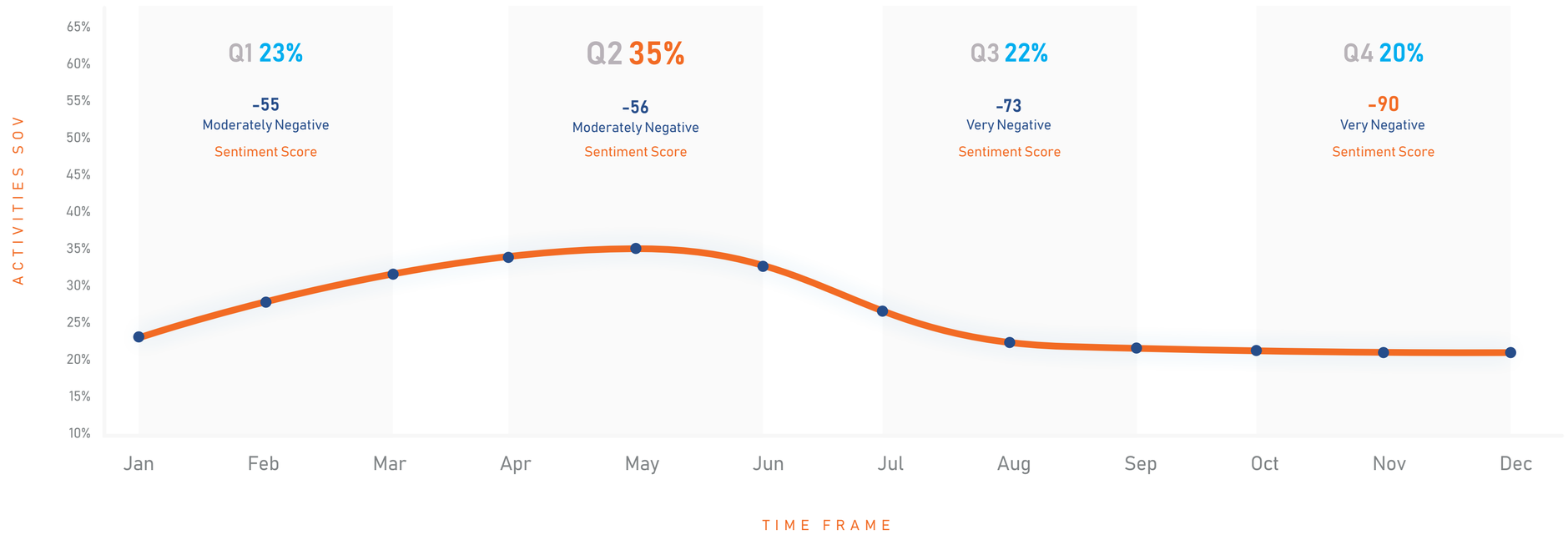
*based on YouTube Ads

Most Active	telecomegypt	35% of posted YouTube videos
Top Interactions	vodafone	61% of received YouTube interactions
Most Views	vodafone	56% of gained Youtube views
Top Growth	telecomegypt	Achieving 83% growth rate

TELECOMMUNICATION

Saudi Arabia

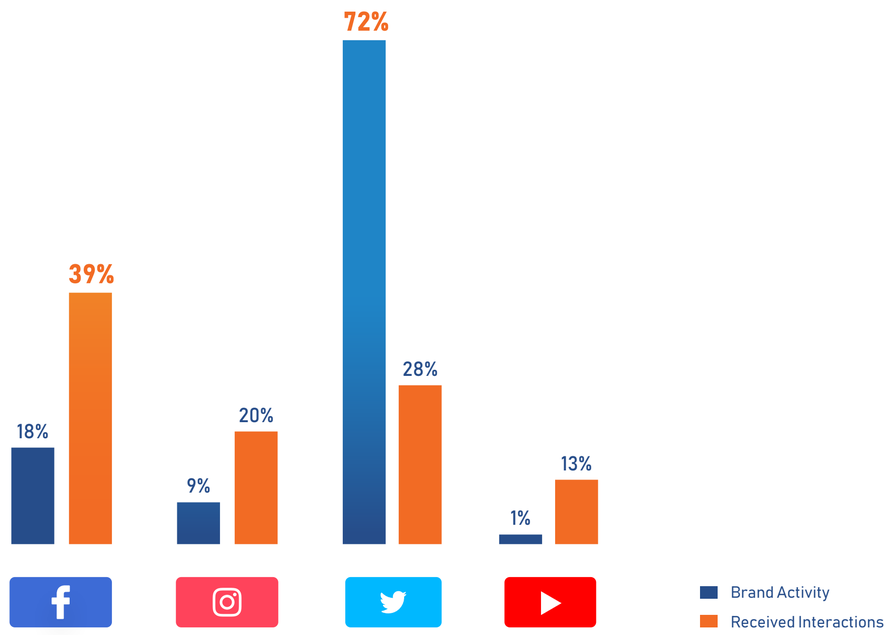
Quarterly Timeline Analysis



TELECOMMUNICATION

Saudi Arabia

Platform Analysis



Top Hashtags*

*percentage of total analyzed hashtags engagements (2.4M)

- #stc5G 7%
- #mystc 5%
- #بيتك_ازين 6%
- #متجر_موبايلي_الالكتروني 3%
- #ال5G_زين 4%

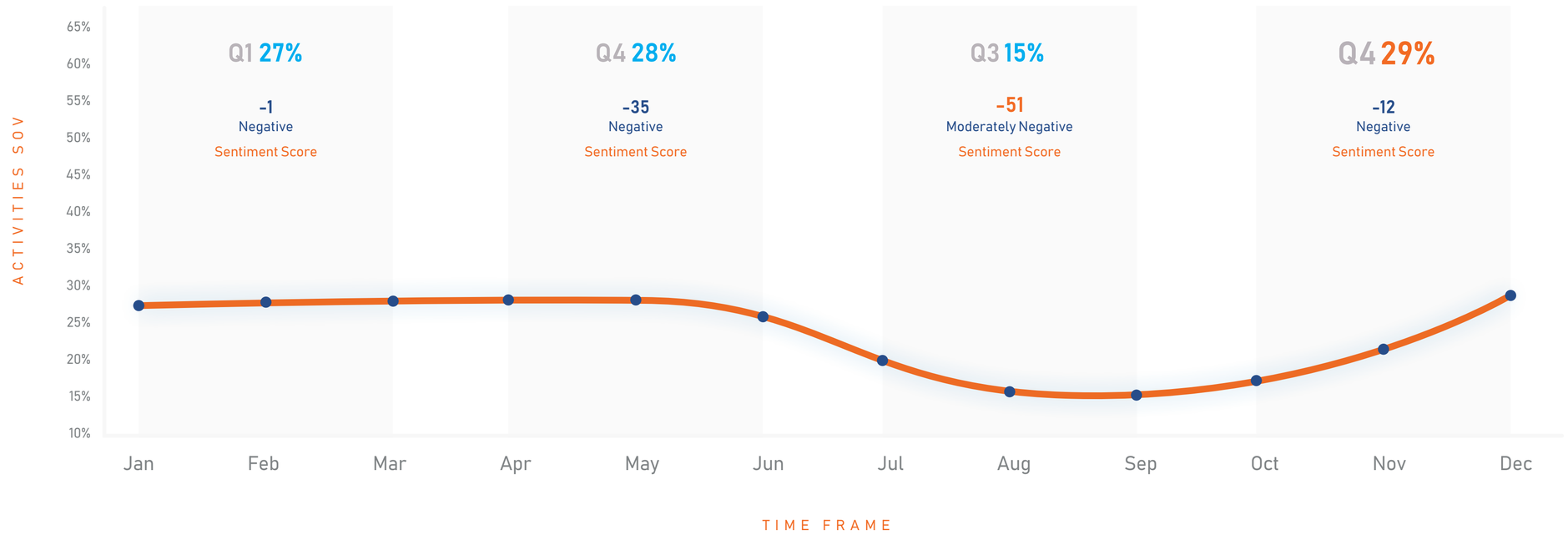
Top Brands

*based on YouTube Ads

Most Active	STC	55% of posted YouTube videos
Top Interactions	Jawwy	50% of received YouTube interactions
Most Views	STC	43% of gained Youtube views
Top Growth	Jawwy	Achieving 15% growth rate

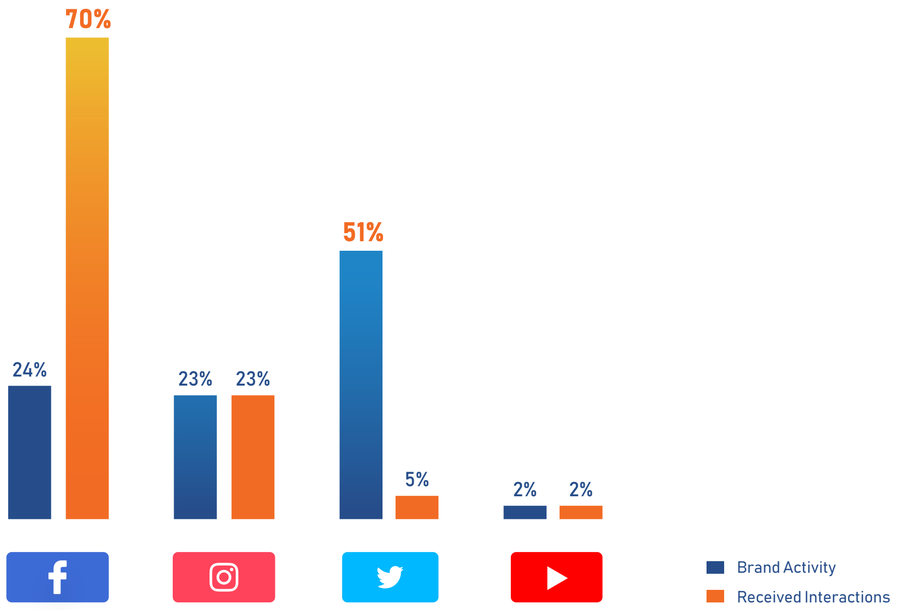
TELECOMMUNICATION UAE

Quarterly Timeline Analysis



TELECOMMUNICATION UAE

Platform Analysis



Top Hashtags*

*percentage of total analyzed hashtags engagements (1.8M)

- #eLifeOnDemand 6%
- #KISS2020GoodBye 5%
- #AtlantisThePlam 5%
- #Togetherathome 5%
- #stayHome 4%

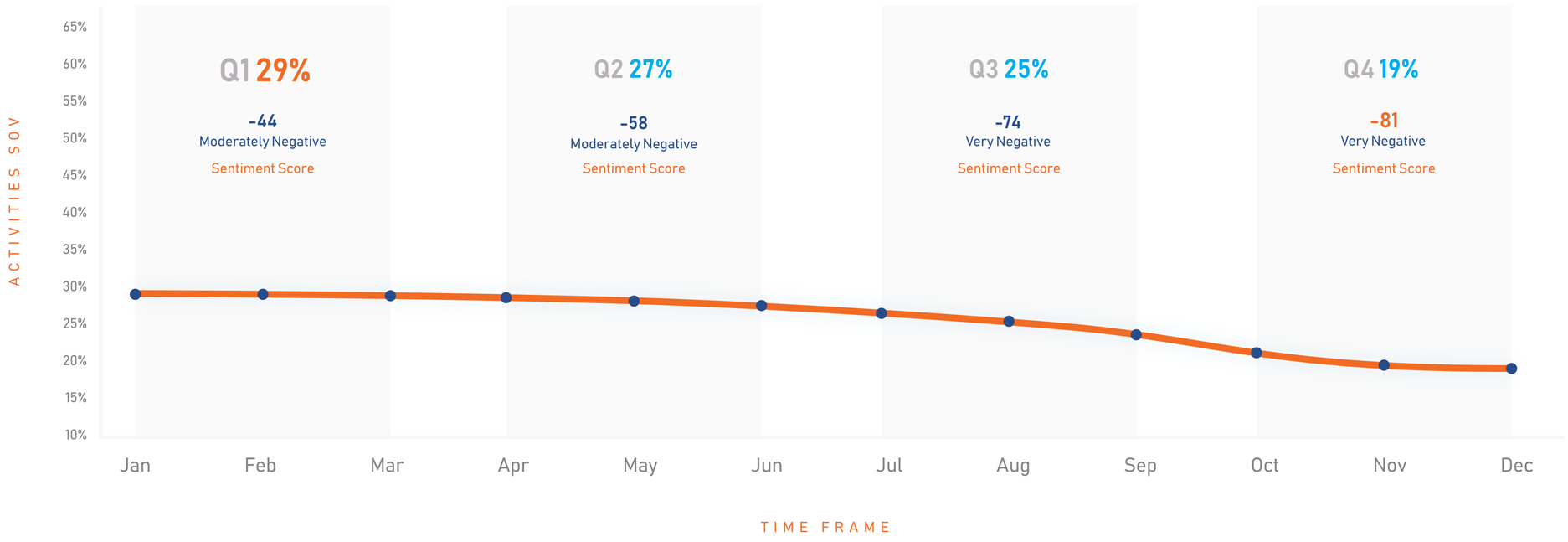
Top Brands

*based on YouTube Ads

Most Active	etisalat	65% of posted Youtube videos
Top Interactions	etisalat	81% of received YouTube interactions
Most Views	etisalat	96% of gained Youtube views
Top Growth	etisalat	Achieving 11% growth rate

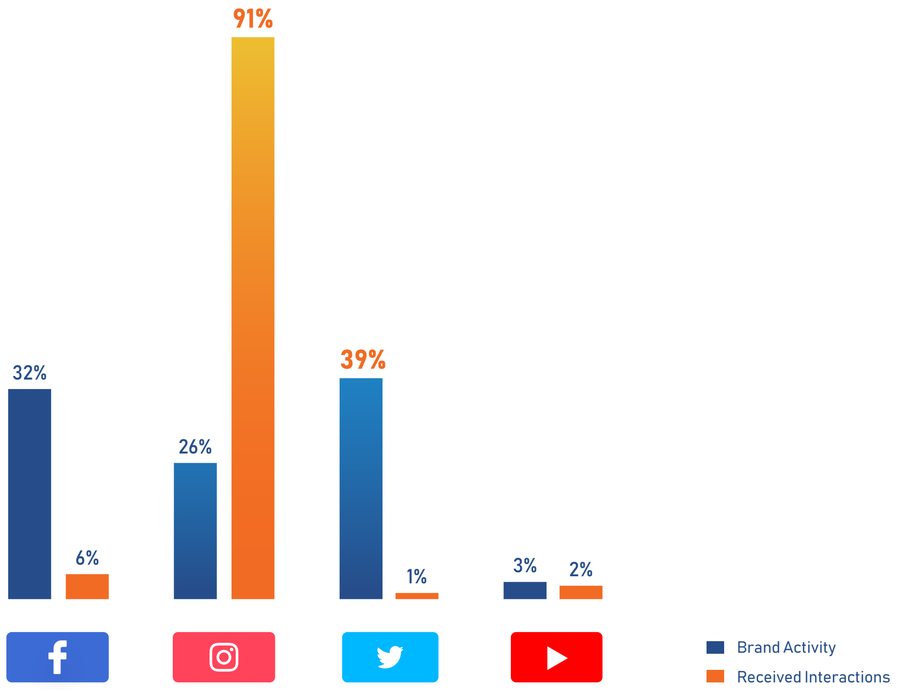
TELECOMMUNICATION Kuwait

Quarterly Timeline Analysis



TELECOMMUNICATION Kuwait

Platform Analysis



Top Hashtags*

*percentage of total analyzed hashtags engagements (318.9K)

- #سيف_مجرب 11%
- #اللي_ناطرينه 7%
- #لايوقف_لايوقف 5%
- #Zain12 6%
- #بيرق_العز 4%

Top Brands

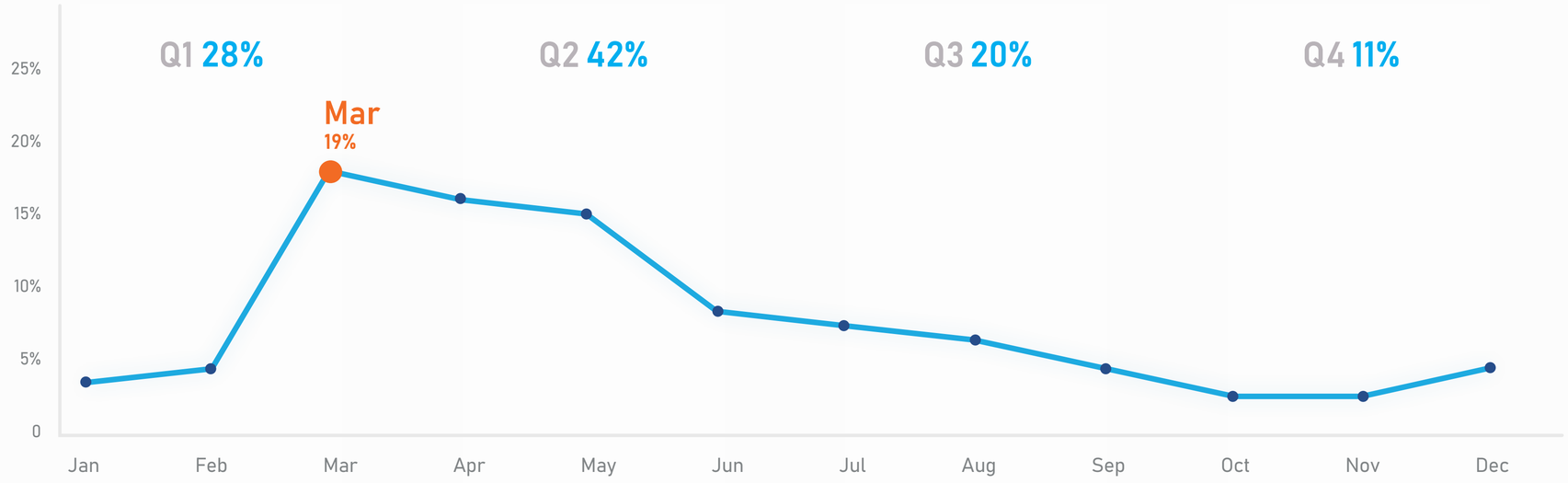
*based on YouTube Ads

Most Active	VIVA	42% of posted Youtube videos
Top Interactions	VIVA	48% of received YouTube interactions
Most Views	VIVA	43% of gained Youtube views
Top Growth	VIVA	Achieving 18% growth rate

What happened during COVID19?

Timeline Analysis

COVID Discussions



What happened during **COVID19?**

Brands Analysis

This section is based on the analysis of brands posts and received interactions that were relevant to COVID.

	COVID	Representaion of Total
Brand Posts	2,870	5%
Recived Interactions	4,470,000	13%

User Sentiment *based on Twitter

Users COVID related comments on brands posts

Positive	Negative	Neutral
8%	33%	59%

Top Customer Concerns During COVID

Internet Connections	Customer Service	Network Coverage	Billing & Payments
59%	16%	7%	5%

What happened during **COVID19?**

Most Interacted With Brands Posts

What happened during **COVID19?**

Most Interacted With Brands Posts

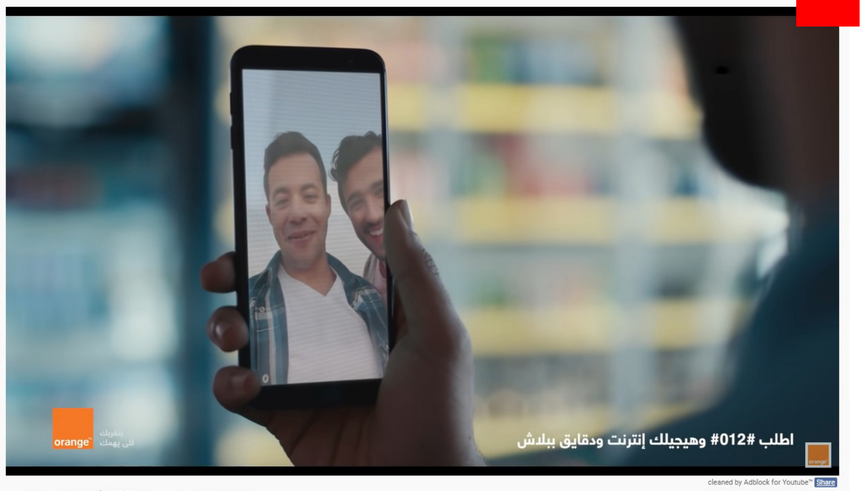
stc السعودية
@stc_ksa

استشعاراً بمسؤوليتنا وبالتنسيق مع الجهات الحكومية المعنية في الإجراءات الاحترازية وتوفير بدائل رقمية من تطبيقات التعليم والتطبيب عن بعد نعلن التصفح المجاني دون استهلاك أي بيانات للمنصات التالية:
بوابة عين
ien.edu.sa
التعليم الموحد
vschool.sa
تطبيق صحة

Translate Tweet

11:13 AM · Mar 9, 2020 · Buffer

10K Retweets **897** Quote Tweets **11.5K** Likes



E-COMMERCE

Social media could be a powerful tool for E-commerce. It enables e-commerce brands to not only direct shoppers towards their product or service, but to engage with them and create a sense of community. Hence, it is important to be aware of how consumers use social media. It will give brands the knowledge for the right approach when connecting with the relevant target audience. In this section, we provide key insights in e-commerce trends by analyzing the top brands in the region and the ways consumers interact with the leading brands' social media content. Such information will get you a step closer to creating loyal customers.

Monitored Sample

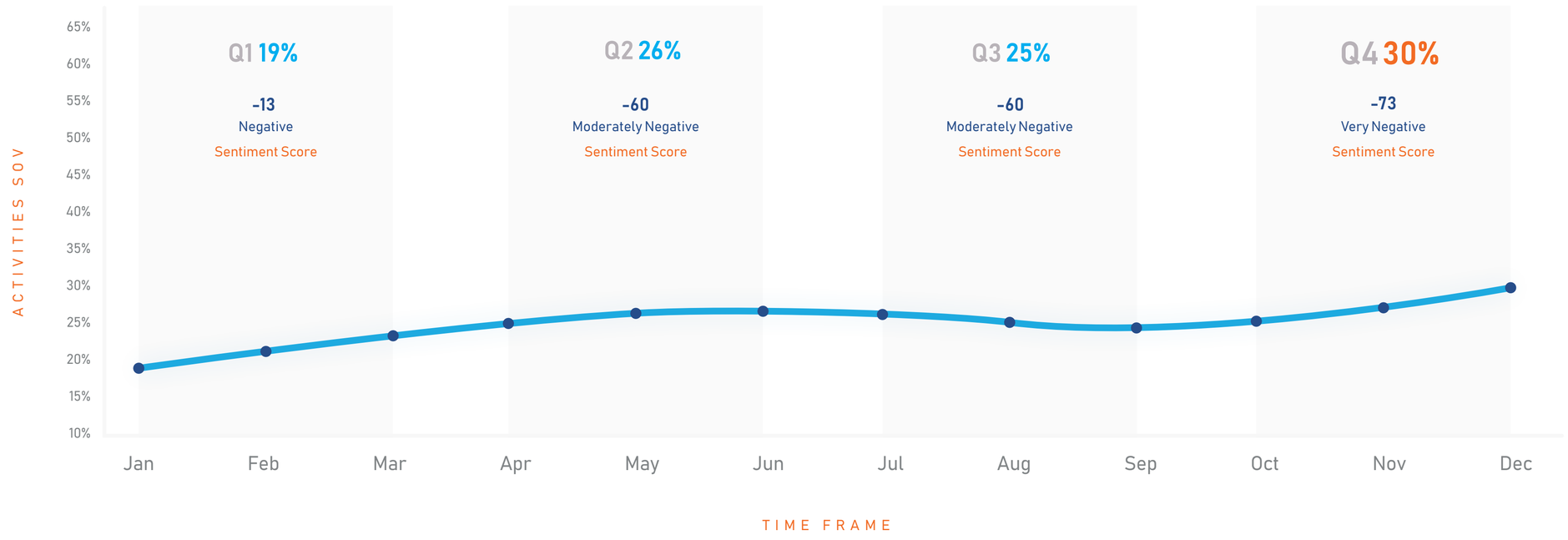
Monitored Period:
JAN - DEC 20

Total Activities
18.5M

Monitored Brands
12 brands + 52 social accounts (Souq, Amazon, Jollychic, Noon, Mumzworld, Ebay, OLX, dubizzle, Aliexperss, Namshi, Ounass)

Overall E-Commerce Analysis

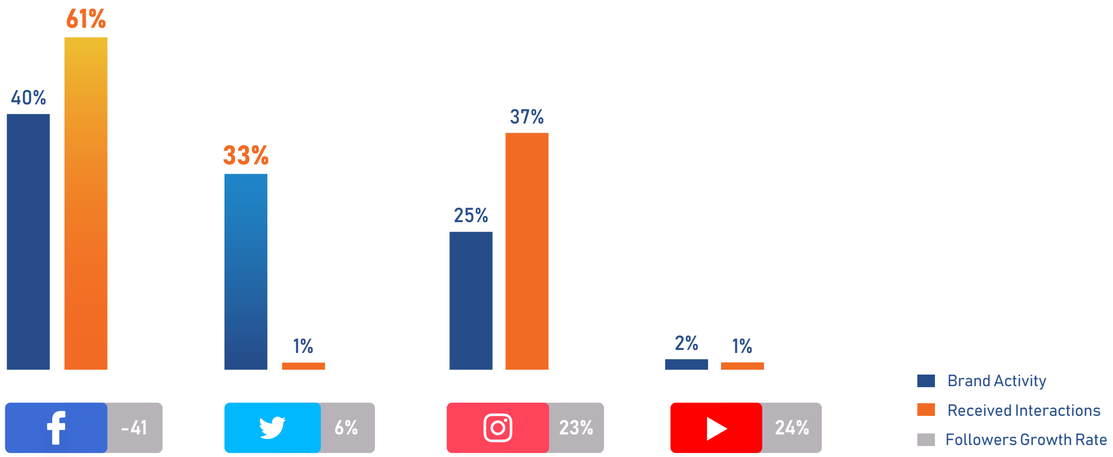
Timeline Analysis



Overall E-Commerce Analysis

Platform Analysis

*this analysis is based on 7.9M social media activity including 21 brand's social accounts across Facebook, Twitter, Instagram, and YouTube.



Gender Analysis

Male

36%

Female

31%

Business

33%

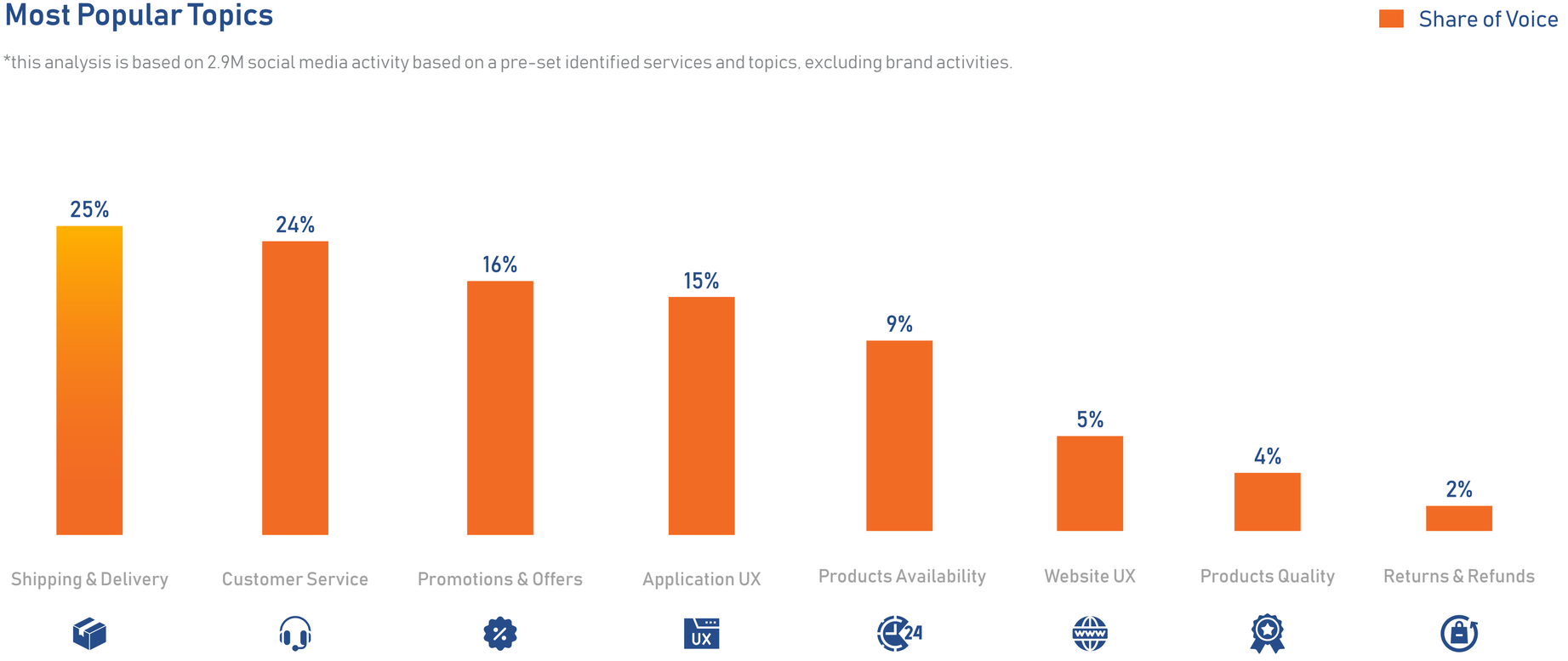
Most Active Countries

Egypt	32%	UAE	8%
KSA	29%	Jordan	4%
Kuwait	14%		

Overall E-Commerce Analysis

Most Popular Topics

*this analysis is based on 2.9M social media activity based on a pre-set identified services and topics, excluding brand activities.



Overall E-Commerce Analysis

Product Categories for MENA Shoppers

*This analysis is based on 830K social media activity based on user mentions of monitored brands associated with certain product categories in the MENA

Fashion

Share of Voice 46%

Engagement Rate 10%

Male 30%

Female 47%

Business 23%

Sentiment Score 53 Moderately Positive

Electronics

Share of Voice 24%

Engagement Rate 24%

Male 61%

Female 13%

Business 26%

Sentiment Score -20 Negative

Beauty & Personal Care

Share of Voice 17%

Engagement Rate 23%

Male 20%

Female 35%

Business 45%

Sentiment Score 58 Moderately Positive

Overall E-Commerce Analysis

Product Categories for MENA Shoppers

*This analysis is based on 830K social media activity based on user mentions of monitored brands associated with certain product categories in the MENA

Masks & Sanitizers

Share of Voice 6%

Engagement Rate 24%

Male 64%

Female 13%

Business 23%

Sentiment Score -51 Moderately Negative

Home Decor

Share of Voice 4%

Engagement Rate 14%

Male 17%

Female 53%

Business 30%

Sentiment Score -18 Negative

Groceries

Share of Voice 3%

Engagement Rate 30%

Male 35%

Female 11%

Business 54%

Sentiment Score -86 Very Negative

Overall E-Commerce Analysis

User Purchase Cycle

*This analysis is based on 2.3M social media activity of user mentions of keywords expressing pre-identified consumer journey stages, excluding brand activities.

Awareness

Share of Voice	9%
Engagement Rate	27%
Male	22%
Female	3%
Business	75%

Consideration

Share of Voice	5%
Engagement Rate	20%
Male	14%
Female	12%
Business	74%

Intention

Share of Voice	16%
Engagement Rate	14%
Male	24%
Female	10%
Business	66%

Overall E-Commerce Analysis

User Purchase Cycle

*This analysis is based on 2.3M social media activity of user mentions of keywords expressing pre-identified consumer journey stages, excluding brand activities.

	Purchasing	Customer Support	Advocates
Share of Voice	37%	30%	3%
Engagement Rate	15%	16%	47%
Male	54%	36%	40%
Female	26%	14%	18%
Business	20%	50%	42%

Overall E-Commerce Analysis

Top Tweets

*based on highest received interactions

01

نون
@noon

Replying to @noon

صوّت لإبداعات @19_saadat باللايك إذا عجبك فنّها 💛
إعلان الفائز بـ5,000 رصيد نون يوم الجمعة، خلّك قريب 📢

#فنون_بوكس_نون

Translate Tweet

6:41 PM · Dec 20, 2020 · Twitter Web App

260 Retweets **18** Quote Tweets **5,204** Likes

5.2K 260

02

نون
@noon

جوالين هدية ✌️
اربح معنا جوال نوفا 7i وعشان تفوز معنا شوف الخطوات: 🎉

تابع حساب نون 💛
ريتويت لهذي التويت 🔄
لايك 👍
ولا تنسى تمنشن صاحبك اللي وده بجوال جديد 😎

#هلا_نون

Translate Tweet

11:53 AM · Mar 17, 2020 · Twitter Web App

1,936 Retweets **59** Quote Tweets **1,743** Likes

1.74K 1.9K

03

نون
@noon

Replying to @noon

صوّت للمبدعة @MaiMaher334 باللايك إذا عجبك فنّها 💛
إعلان الفائز بـ5,000 رصيد نون يوم الجمعة، خلّك قريب 📢

#فنون_بوكس_نون

Translate Tweet

6:46 PM · Dec 20, 2020 · Twitter Web App

1,011 Retweets **25** Quote Tweets **3,606** Likes

3.6K 1.01K

Overall E-Commerce Analysis

Top Posts

*based on highest received interactions

01

Jumia
Nov 6, 2020 ·

اللعبة بدأت 😎 اتنين هيكسبوا iphone 12 واربعة هيكسبوا بلايستيشن وساعة Huawei وسلسلة دهب و قسيمة شراء ب 5... See More

45.9K 425K Comments 1.1K Shares

45.9K 1.1K 425K

02

Jumia
Nov 13, 2020 ·

اللعبة بدأت 😎
ادخل دلوقتي وشوف حظك ممكن تكسب Samsung Smart 55 بوصة - ا غسالة... See More

28.2K 234K Comments 731 Shares

28.2K 731 234K

03

Jumia
Jun 17, 2020 ·

عاجل : بلايستيشن 4 هدية و جوايز تانية كتير - مجانا 😳
رجعنالكم من تاني في لعبة عجلة الحظ 😉
عاوز تكسب ادخل علي التطبيق من هنا https:/... See More

26.8K 151K Comments 611 Shares

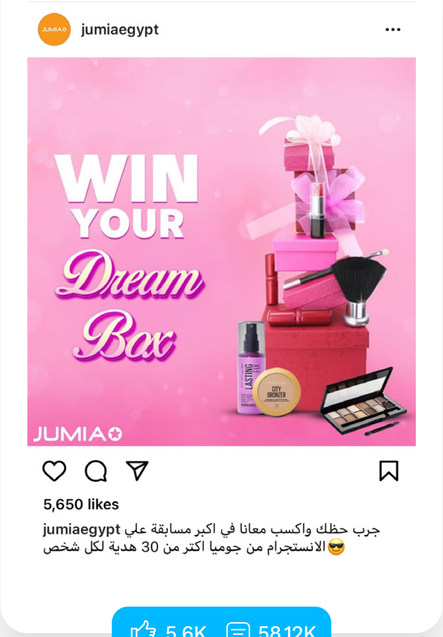
26.8K 611 151K

Overall E-Commerce Analysis

Top Posts

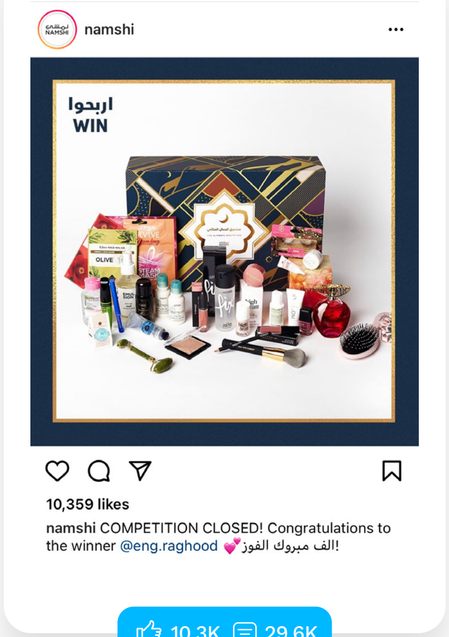
*based on highest received interactions

01



5.6K 58.12K

02



10.3K 29.6K

03

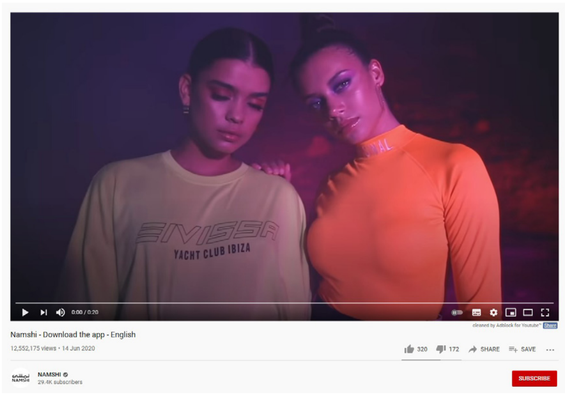
9.33K 22.4K

Overall E-Commerce Analysis

Top Videos

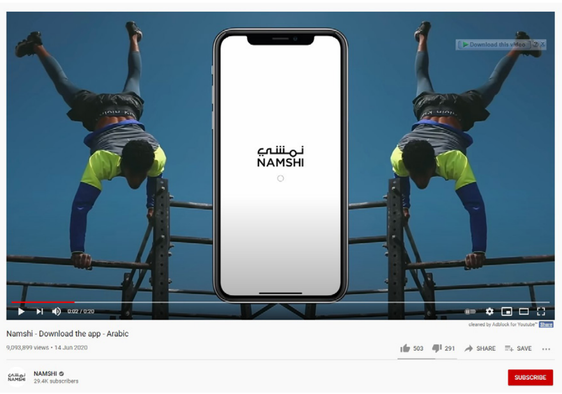
*based on highest received views

01



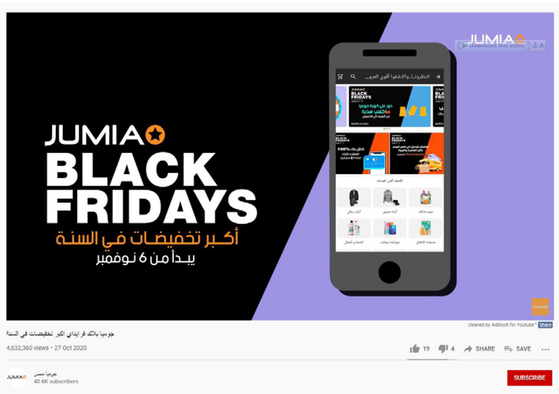
12.55M 320

02



9.093M 503

03

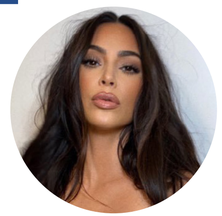


4.632M 19

Overall E-Commerce Analysis

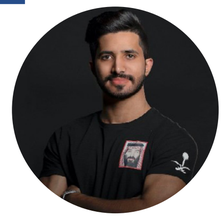
Top Influencers

01



Kim Kardashian
@KimKardashian

02



Saad Aldawi
@MrSaa3d

03

Mansour Alshabibi
@Kahrabaiat

Top Influencers

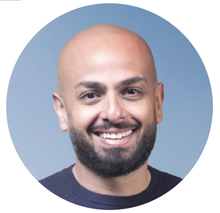
01

Abo Omar

02

Amr Khaled

03



Ahmed Murad

Overall E-Commerce Analysis

Top Influencers

01

Deema Al Asadi
@deemaalasadi

02

Menna El Sonny
@menna_el_sonny

03

Soha
@sohamt

Top Influencers

01

Omar Dizer

02

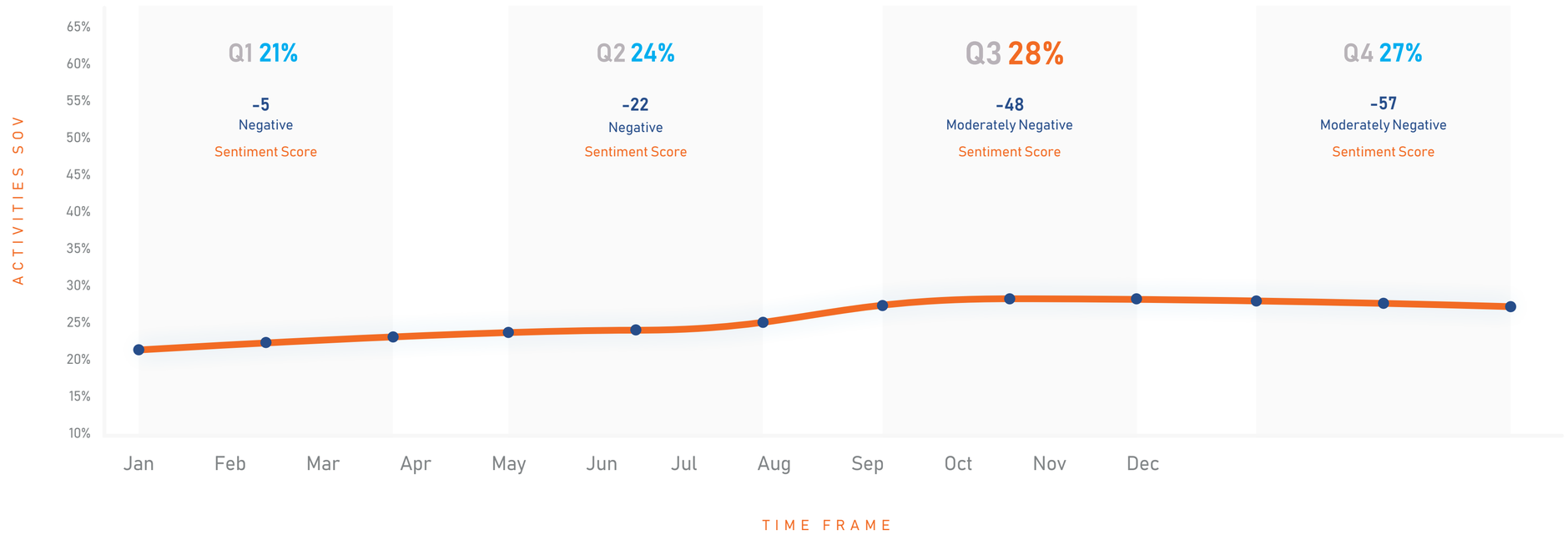
Sh5baar

03

Arab Games Network

Quarterly Timeline Analysis

*this is based on the analysis of 3.2M social media activity from Egypt tagged accounts

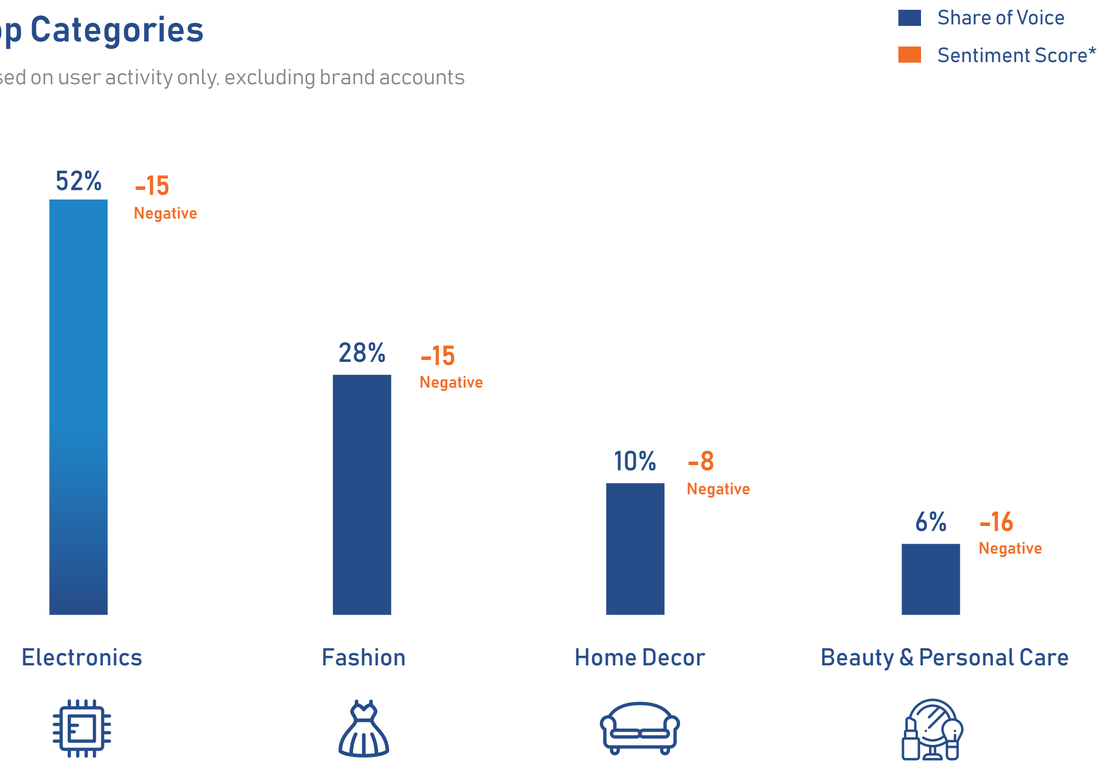


E-COMMERCE

Egypt

Top Categories

Based on user activity only, excluding brand accounts

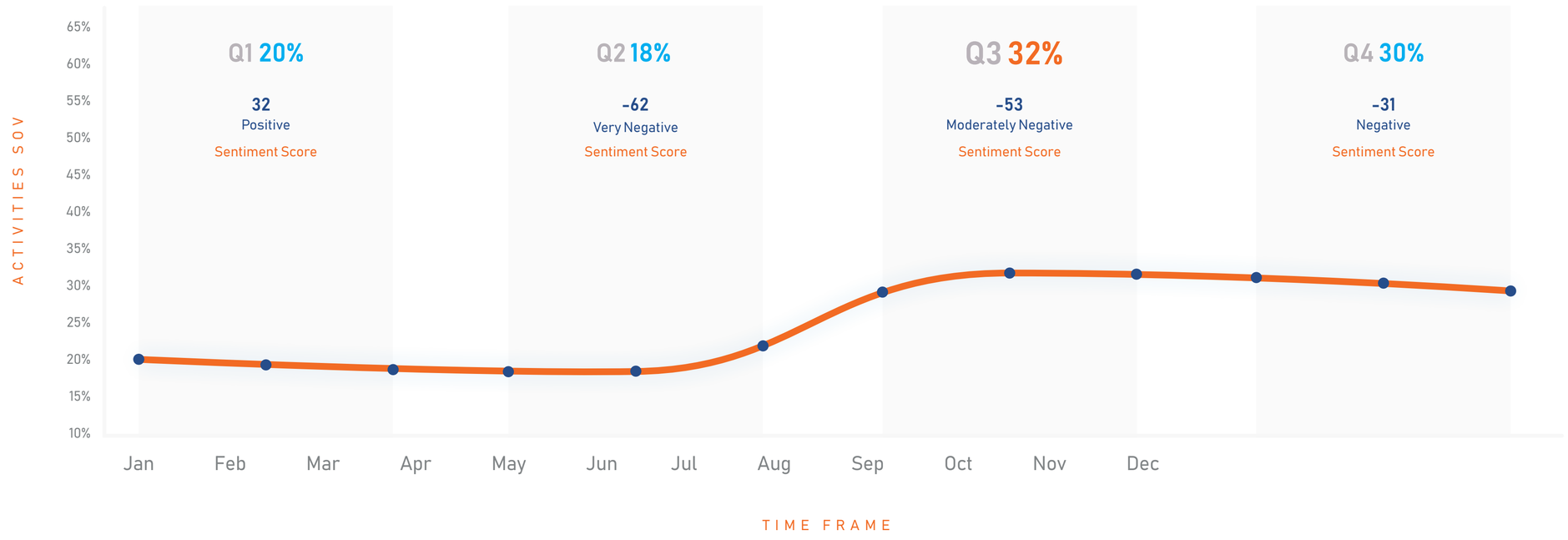


Gender Analysis

Male	Female	Business
29%	11%	60%

Quarterly Timeline Analysis

*this analysis is based on 2.7M social media activity from KSA tagged accounts

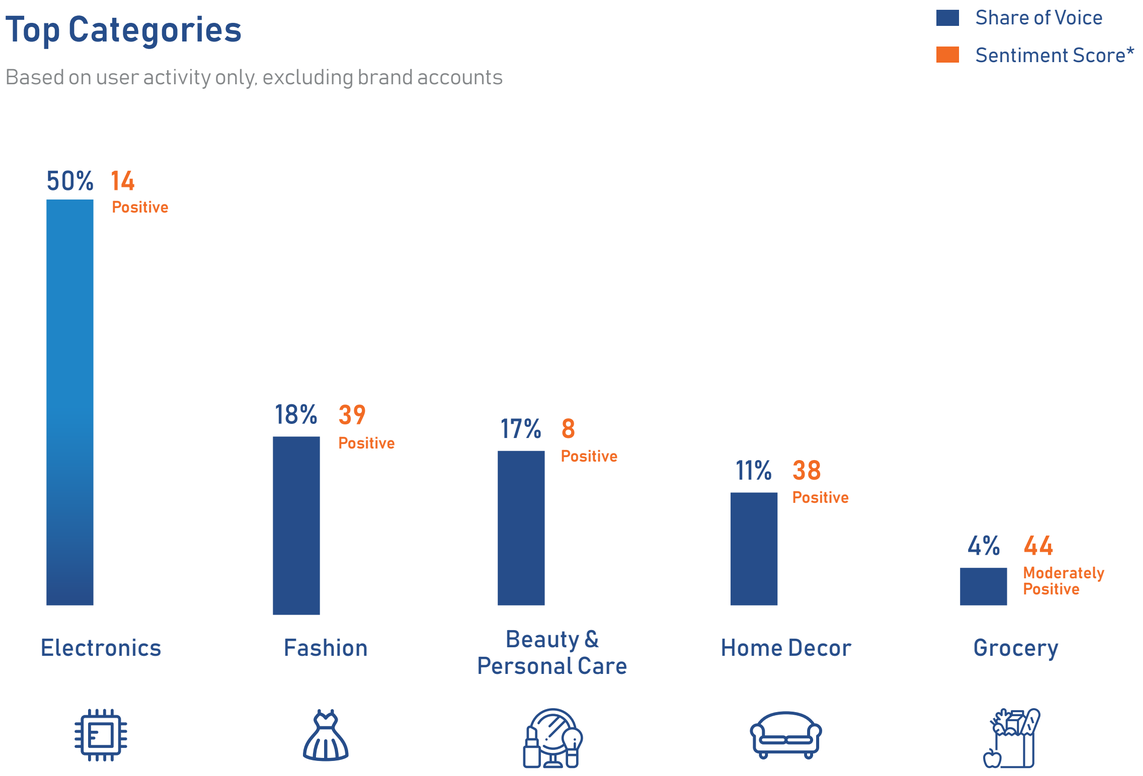


E-COMMERCE

Saudi Arabia

Top Categories

Based on user activity only, excluding brand accounts



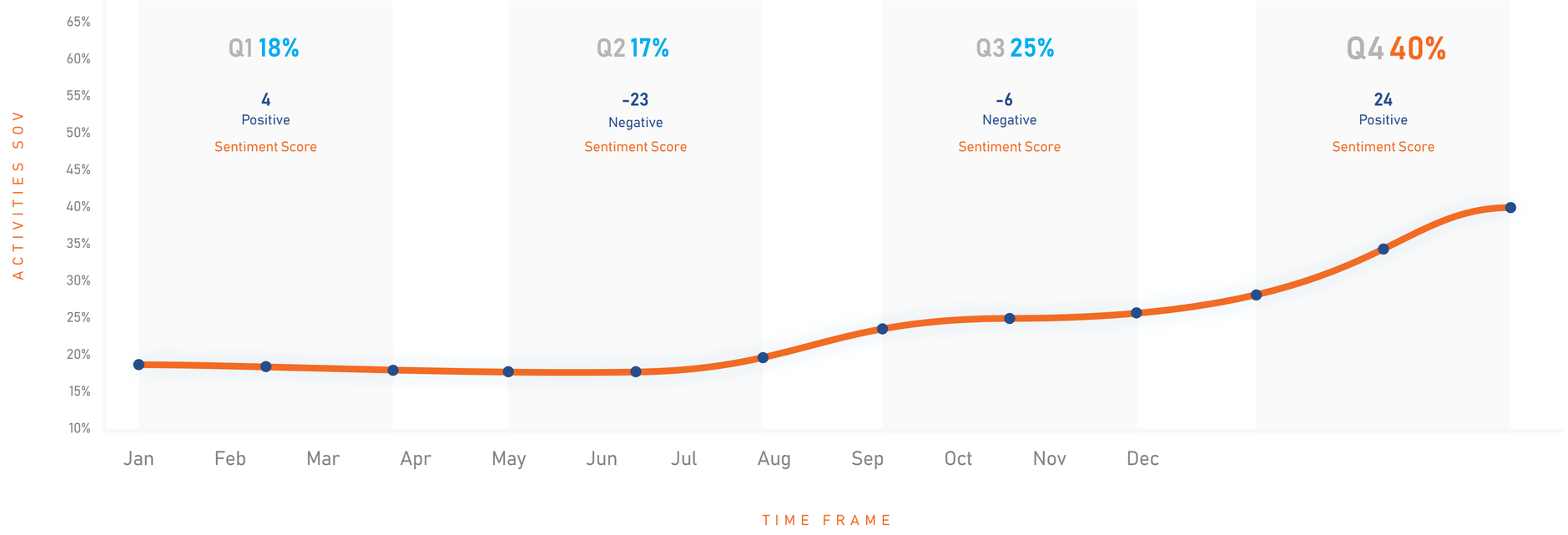
Gender Analysis

Male	Female	Business
46%	26%	28%

E-COMMERCE UAE

Quarterly Timeline Analysis

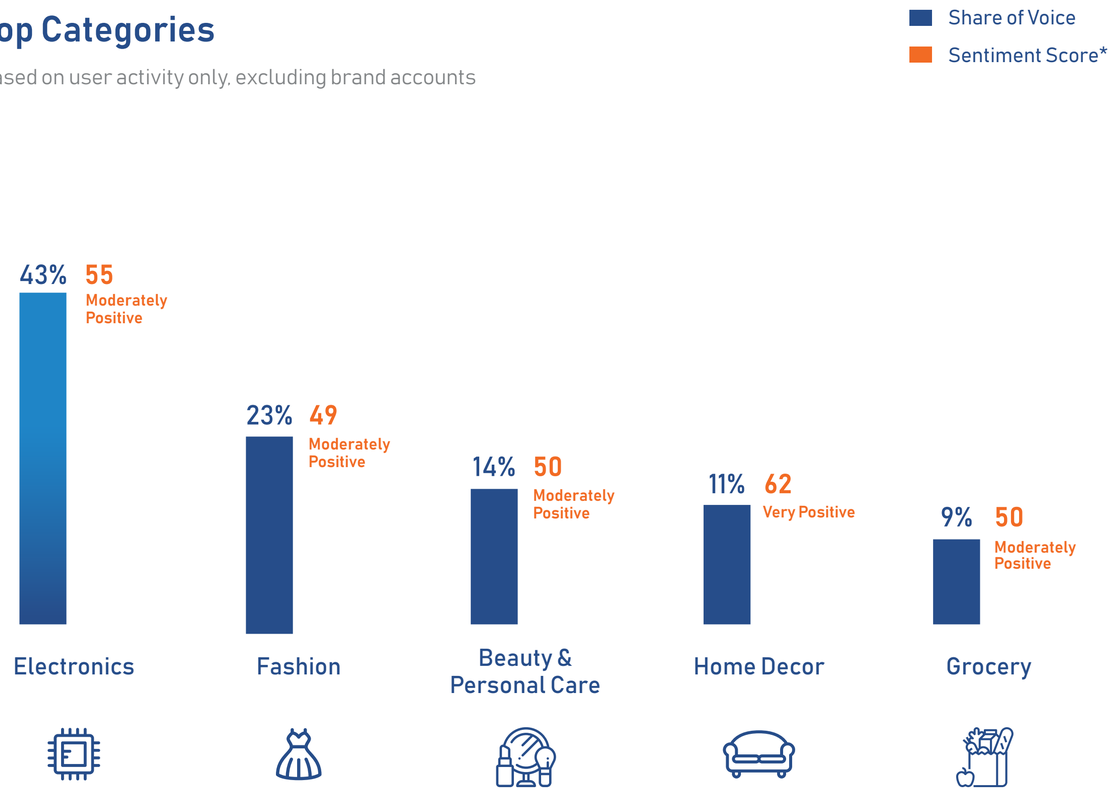
*this analysis is based on 736K social media activity from UAE tagged accounts



E-COMMERCE UAE

Top Categories

Based on user activity only, excluding brand accounts



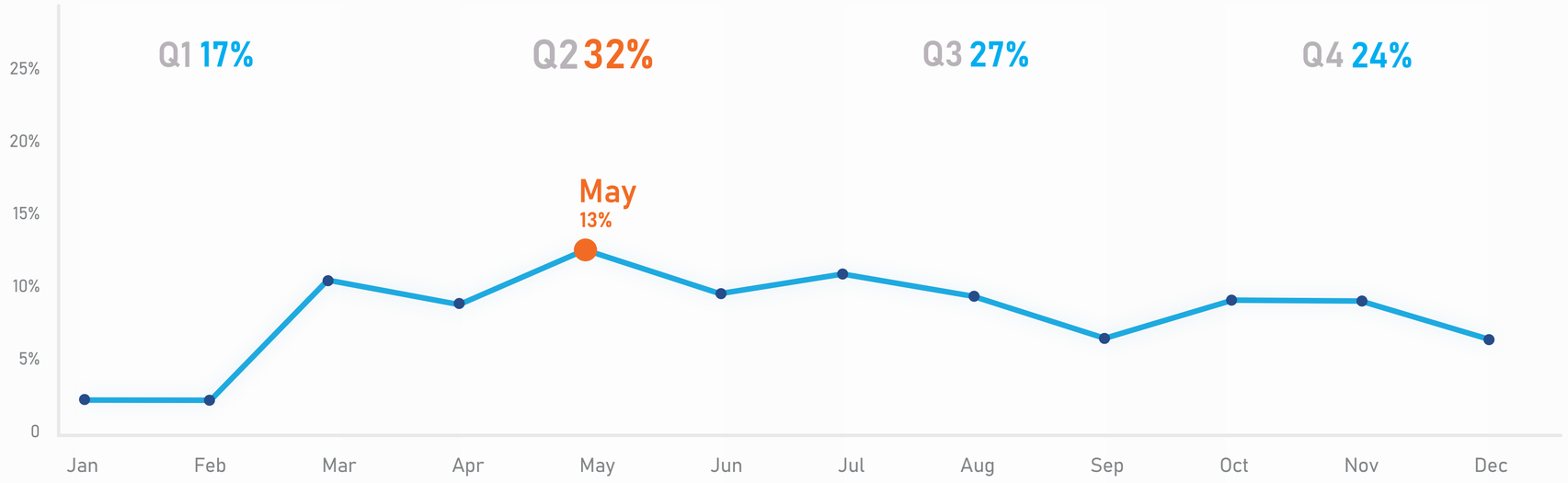
Gender Analysis

Male	Female	Business
20%	6%	74%

What happened during COVID19?

Timeline Analysis

*this analysis is based on COVID related conversations in E-commerce related content



What happened during COVID19?

Gender Analysis

Male	Female	Business
38%	10%	52%

Sentiment Analysis

Positive	Negative
32%	68%

Most Active Countries

KSA	22%
Morocco	5%
UAE	19%
Kuwait	4%
Egypt	18%

What happened during **COVID19?**

Negative Topics

Topic	Delivery policies and delays	Quality	Others
Share of Voice	70%	15%	15%
Sample Post			

What happened during **COVID19?**

Positive Topics

Topic	Delivery convenience during lockdown	COVID related products availability	Customer Support	Others
Share of Voice	50%	35%	7%	8%
Sample Post				

صالح ••
@SalehAbdulla87

خلال الاسبوعين الماضية طلبت أكثر من ٤ طلبيات من @SouqKSA والأربع طلبيات كلها توصل قبل الموعد المتفق عليه ..

من أفضل المتاجر اللي توصل خلال فترة الحظر .. شكراً @SouqKSA

Translate Tweet

12:27 PM · May 16, 2020 · Twitter for iPhone

1 Retweet 2 Likes

Fajir
@ilfajir

معقهم ومرطب لليد نسبة الكحول فيه ٦٧٪ ويحتوي على الصبار وزيت الليمون وغيرها من المكونات
أخذته من أمازون.. صراحة أكثر شي يميز المنتج إن شكله لطيف ومختلف.. بالإضافة إنه ما ينشف اليد بشكل مرعب مثل أغلب المعقمات
متوفر بأكثر من نوع ❤️

Translate Tweet

Lamar
@LarriLarri_MS

احسن واسرع موقع اتعاملت معاهم في فترة الحظر @noon حتى موظفينهم قمة في الاحترام .. مو زي ناس @sacocares

Translate Tweet

10:25 AM · May 20, 2020 · Twitter for iPhone

1 Like

وسيلة عولمي
@wassilaoulmi

شركة #أمازون تؤكد إصابة أحد موظفيها في #أمريكا بفيروس #كورونا بعد إصابة اثنين اخرين في #ميلانو . (كل الاحترام والتقدير للشركة على هذه الشفافية).

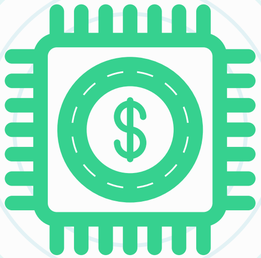
Translate Tweet

7:01 AM · Mar 4, 2020 · Twitter for iPhone

15 Retweets 1 Quote Tweet 282 Likes

FINTECH

Fintech as a field is on the rise; this is not changing anytime soon. The key component of fintech is the usage of technology to improve financial services; it helps companies and consumers better manage financial operations and services using the internet. In a way, fintech is a revolution for the financial industry, and social media ought to be part of it. It is key to understanding what are the best ways to gain information about what consumers need when it comes to their finances. In this section, we provide key insights on how fintech is becoming a social media trend in the MENA region. Such information will help companies improve communication, address concerns, and build a relationship with consumers.



Monitored Sample

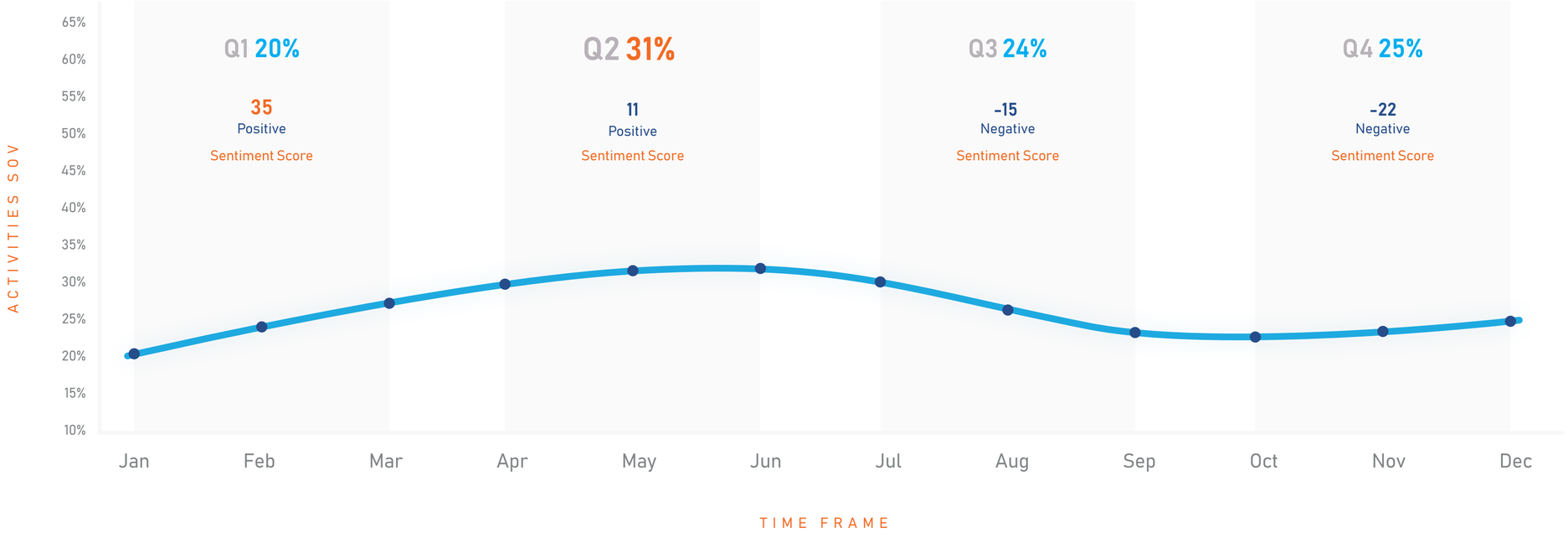
Monitored Period:
JAN - DEC 20

Total Activities
1.8M

Monitored Brands
50 Social Accounts + 18 Queries

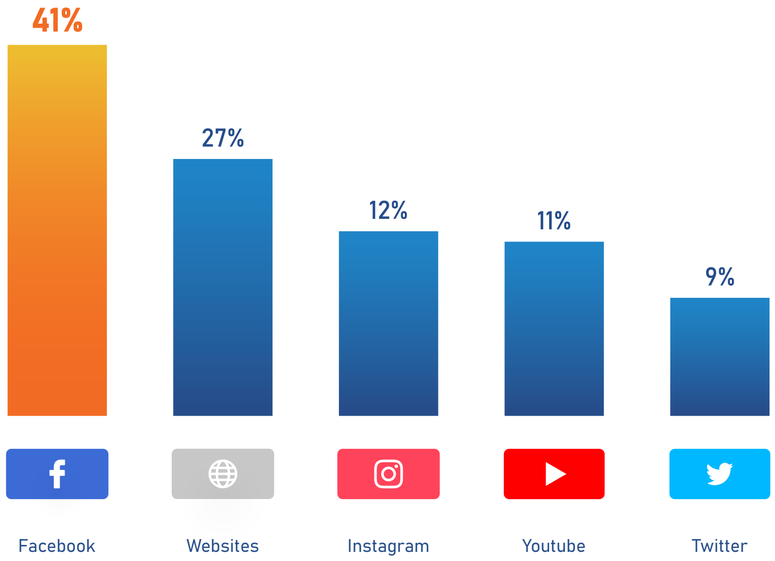
Overall Fintech Analysis

Timeline Analysis *based on user and brand activity



FINTECH Overall Fintech Analysis

Platform Analysis



Gender Analysis

Male	Female	Business
51%	8%	41%

Most Active Countries

UAE	30%	Bahrain	3%
KSA	23%	Jordan	3%
Egypt	12%		

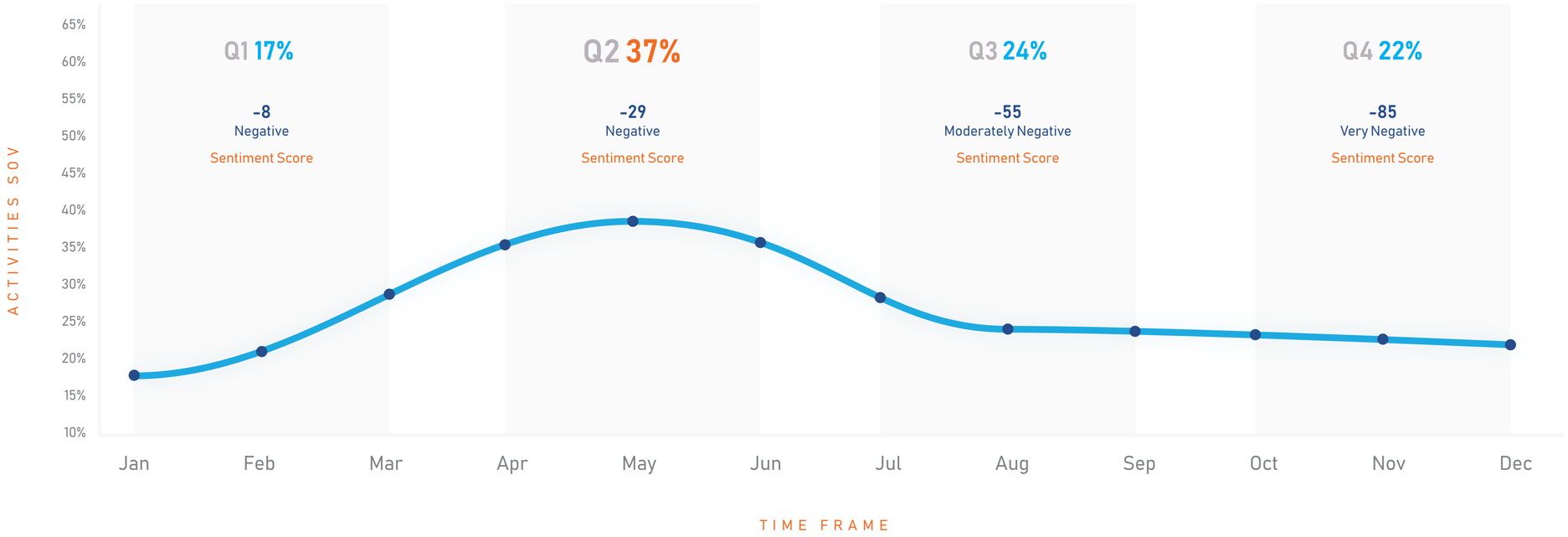
FINTECH Types of Fintech

*this is based on predetermined set of types of fintech: E-payment, crowdfunding and cryptocurrency

E-Payment

Based on 1.2M social media activities

Timeline Analysis



FINTECH | Types of Fintech | E-Payment

Sentiment Analysis

Positive	Negative
33%	67%

Top Influencers

Based on interactions

Abdelrahman Hussein
@aalhusain

Maan Habib
@TheMaanHabib

Yasser Alosefer
@alosefer

Gender Analysis

Male
52%

Female
9%

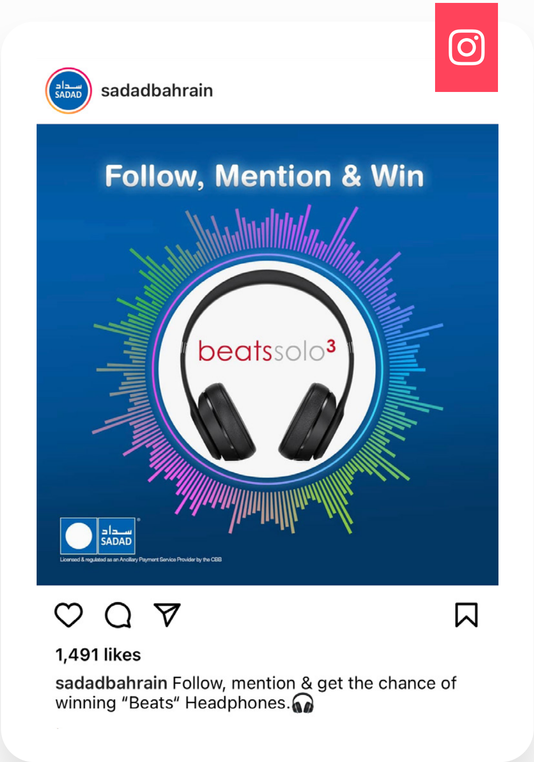
Business
39%

Most Active Countries

KSA	33%	Bahrain	3%
Egypt	23%	Jordan	4%
UAE	10%		

Top Posts

Based on brands' social accounts



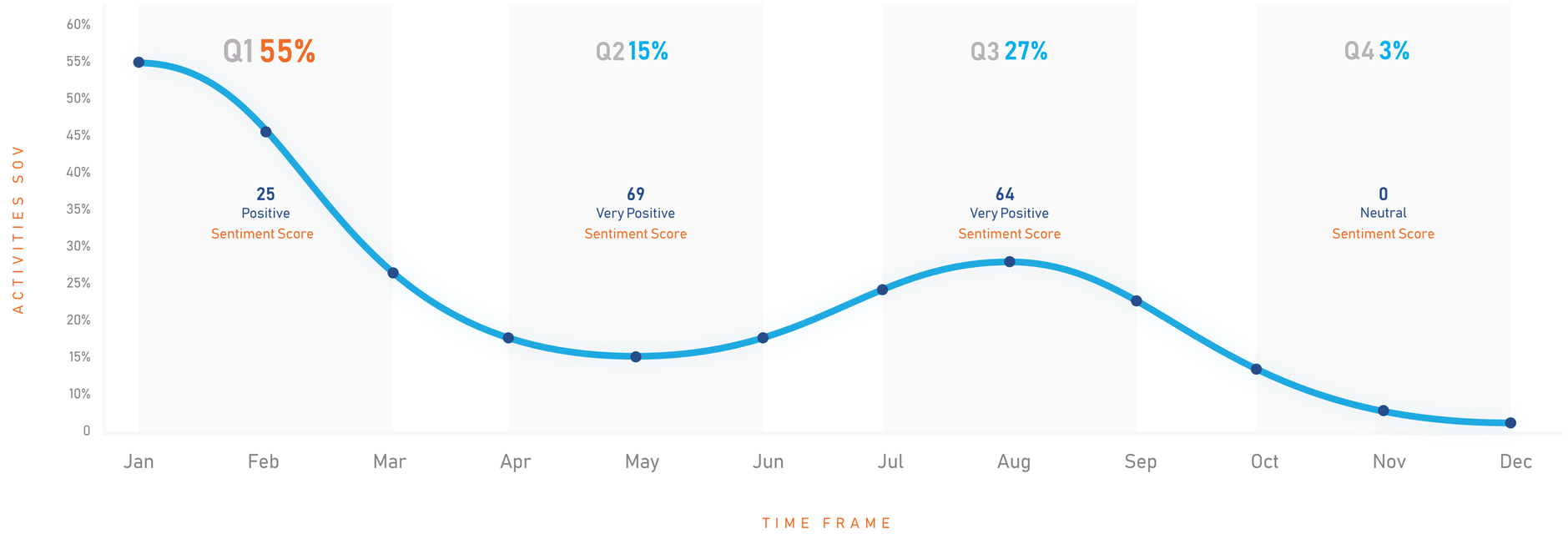
FINTECH Types of Fintech

*this is based on predetermined set of types of fintech: E-payment, crowdfunding and cryptocurrency

Crowdfunding

Based on 11k social media activities

Timeline Analysis



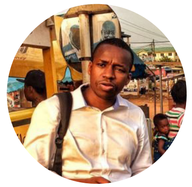
FINTECH Types of Fintech Crowdfunding

Sentiment Analysis

Positive	Negative
70%	30%

Top Influencers

Based on interactions



Tidjane DEME
@tidjanedeme

Mansour AlTohimib
@MansourAlTohimi

Alex Mitchell
@Amitch5903

Gender Analysis

Male
10%

Female
2%

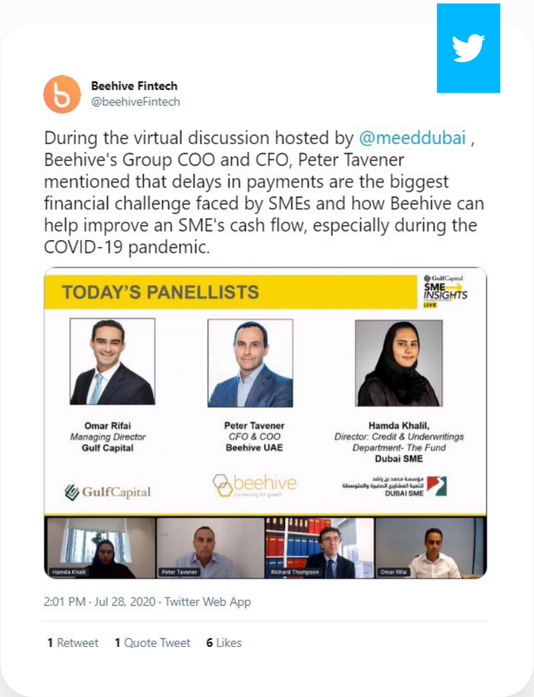
Business
88%

Most Active Countries

UAE	51%	KSA	3%
Egypt	13%	Kuwait	2%
Jordan	5%		

Top Posts

Based on brands' social accounts



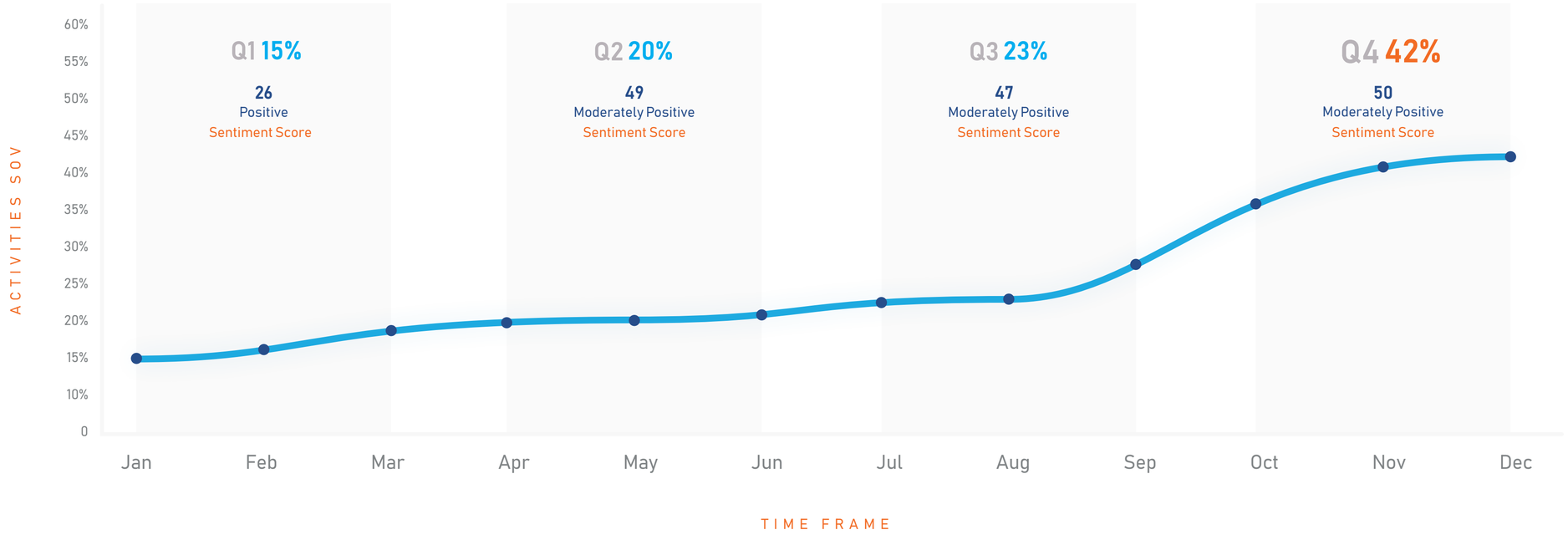
FINTECH Types of Fintech

*this is based on predetermined set of types of fintech: E-payment, crowdfunding and cryptocurrency

Cryptocurrency

Based on 134k social media activities

Timeline Analysis



Sentiment Analysis

Positive	Negative
71%	29%

Top Influencers

Based on interactions

Dhahi Khalfan
@Dhahi_Khalfan

Abdulaziz Hmadi
@Abdulaziz_Hmadi

Barjas Hamud
@Barjasbh

Gender Analysis

Male
59%

Female
9%

Business
32%

Most Active Countries

UAE	45%	Jordan	4%
KSA	27%	Kuwait	3%
Egypt	11%		

Top Posts

Based on brands' social accounts

BANKING & FINANCE

Social media is revolutionizing how banking customers connect with leading banks in the MENA region. It is key for the banking industry to tune into social media conversations to understand where they stand. In this section, we provide key insights on the latest trends focusing on the overall analysis of the top banks in the region and user conversations. Moreover, we also included valuable information on how COVID affected banking. By listening to what consumers are saying, banks will be able to meet their target's expectations.

Monitored Sample

Monitored Period:
JAN - DEC 20

Total Activities
17.5M

Monitored Brands
30 Brands

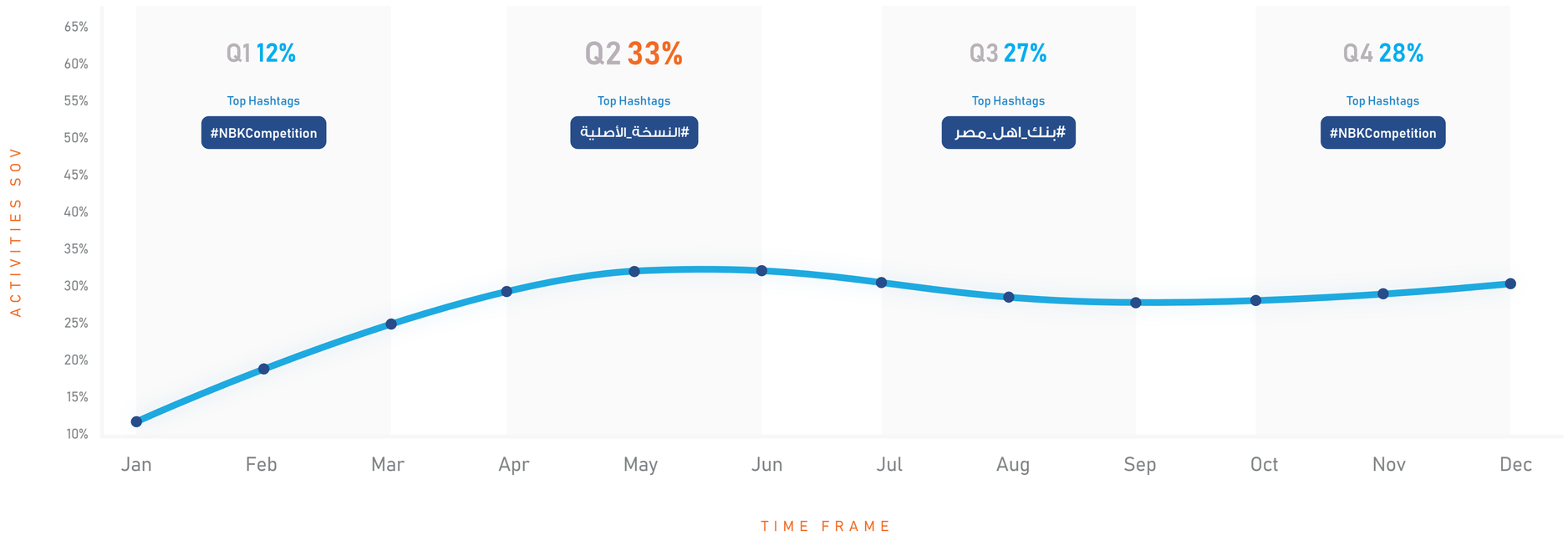
Locations
KSA, EGY, UAE

Overall Banking Analysis

Timeline Analysis

*based on user activity about financial services excluding bank's activities and social accounts

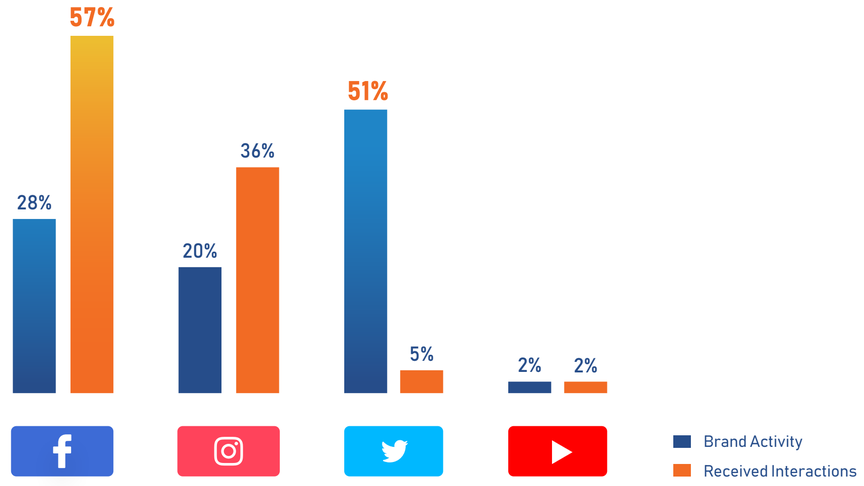
The peak of engagement was during the second quarter of the year during the month of Ramadan.



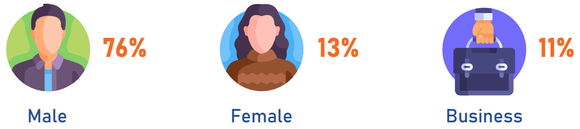
BANKING Overall Banking Analysis

Platform Analysis

This section is based on the analysis of 30 monitored bank accounts across the MENA region starting from January 2020 till September 2020.



Gender Analysis



Most Active Countries

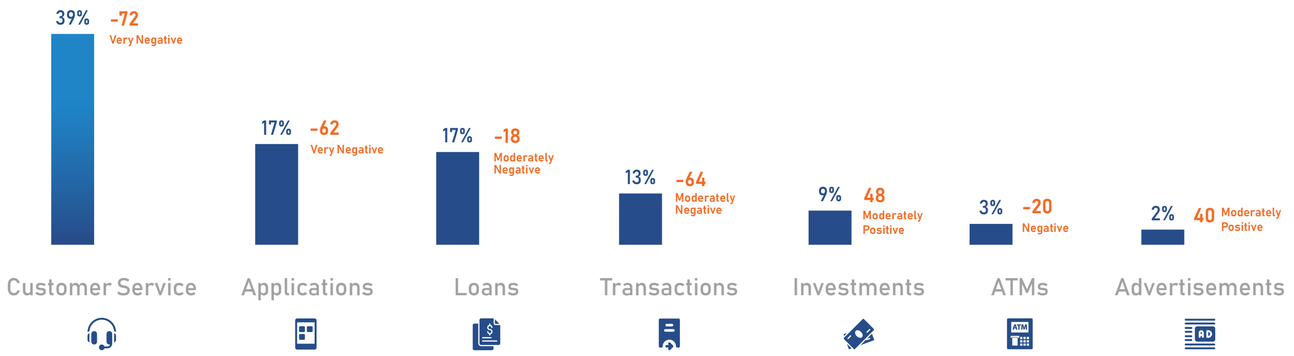
Sentiment Analysis

Sentiment Score -64 Very Negative

This analyzes how the MENA audience feel towards social media posts in the banking industry

BANKING Overall Banking Analysis

Most Popular Topics *based on Twitter Mention



*The process of calculating audience overall opinion/feeling towards brands and/or topics-based on monitoring Twitter mentions. Crowd Analyzer applies the following equation for calculating sentiment score:(positive activities - negative activities)/(positive activities + negative activities)*100

SOV
Sentiment Score*

Top Hashtags*

#النسخة_الأصلية

#انت_استثنائي

#بنك_مصر_انت_استثنائي

#بنك_مصر_النسخة_الأصلية

#NBKCompetitions

Overall Banking Analysis

Top Tweets

01

Banque Misr
@BanqueMisr

إنت النسخة الأصلية .. إنت إستثنائي
بنك مصر
#إنت_إستثنائي
#النسخة_الأصلية
#بنك_مصر_النسخة_الأصلية
#بنك_مصر_إنت_إستثنائي

Translate Tweet

12:17 AM · Apr 30, 2020 · Twitter Web Client

1,352 Retweets **225** Quote Tweets **22.4K** Likes

22.4K 1.35K

02

Banque Misr
@BanqueMisr

إنت النسخة الأصلية .. إنت إستثنائي
بنك مصر
#إنت_إستثنائي
#النسخة_الأصلية
#بنك_مصر_النسخة_الأصلية
#بنك_مصر_إنت_إستثنائي

لمشاهدة الاعلان قم بالضغط على الرابط التالى:
youtu.be/KLmSWs4tWbk

Translate Tweet

533 Retweets **97** Quote Tweets **14K** Likes

14K 533

03

بنك الرياض
@RiyadBank

لا هان راسك يا وطنّا
وما تهزك أي ريح..

#كلنا_يعزك_وقفنا
فوق ذم.. أو مديح

#اليوم_الوطني_السعودي90

Translate Tweet

5:00 PM · Sep 21, 2020 · Twitter for Advertisers (legacy)

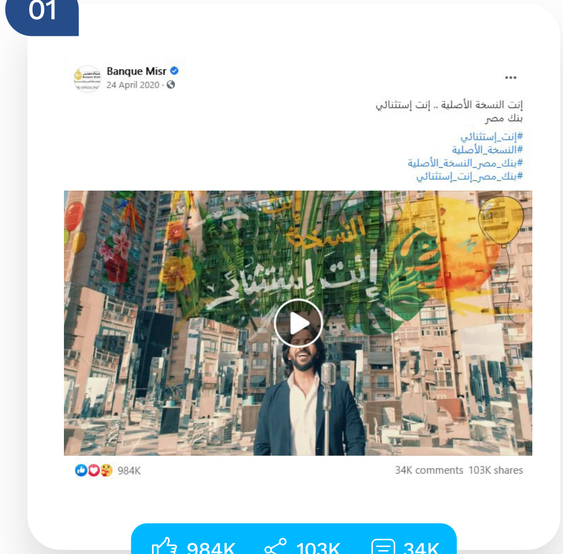
3,436 Retweets **243** Quote Tweets **11.5K** Likes

11.5K 3.43K

Overall Banking Analysis

Top Posts

01



984K 103K 34K

02

74K 595 2.1K

03

98K 3.2K 8.7K

Overall Banking Analysis

Top Posts

01

nbkgroup

6,854 likes

nbkgroup منشن كثر ما تقدر وقد تكون رابح من بين 4 رابحين بجهاز

6.8K 77.7K

02

nbkgroup

19,389 likes

nbkgroup حط لايك ومنشن كثر ما تقدر وادخل السحب على

19.3K 71.3K

03

kfhgroup

منشن واربح iphone11pro

5,509 likes

kfhgroup #KFHCompetitions #iPhone11
منشن و اربح جهاز
iPhone11ProMax 😂

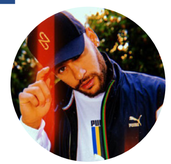
5.5K 48K

BANKING Overall Banking Analysis

Top Influencers

01

HH Sheikh Mohamed
@HHShkMohd

02

Neymar JR
@neymarjr

03

Fayez Almalki
@fayez_malki

Top Influencers

01

Turki Al Alshikh

02

Ahmed Helmy

03

Abo Omar

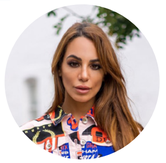
Top Influencers

01

Turki Al Alshikh
@turkialalshik

02

Taim Alfalasi
@taimalfalasi

03

Zeynab El Helw
@fashion_pirate

Overall Banking Analysis

Top Banks

*Based on share of voice of 30 monitored banks' social accounts and users public activities (17M)

Banque Misr	16%
National Bank of Egypt	8%
CIB	4%

Egypt

ADIB	6%
citibank	4%
Emirates NBD	2%

UAE

Al Rajhi Bank	5%
NCB الأهلي	3%
riyad bank	2%

Saudi Arabia

FINANCE

Now is the time for the financial industry to embrace social media; they cannot afford to be left behind. People use social media to discuss financial operations; it is also where they look for information. In this section, we put together the key financial topics mostly discussed by MENA users. By understanding what users are talking about, banks will be able to utilize social media for customer support. It is important to be aware of how social media is becoming a platform for customer service.

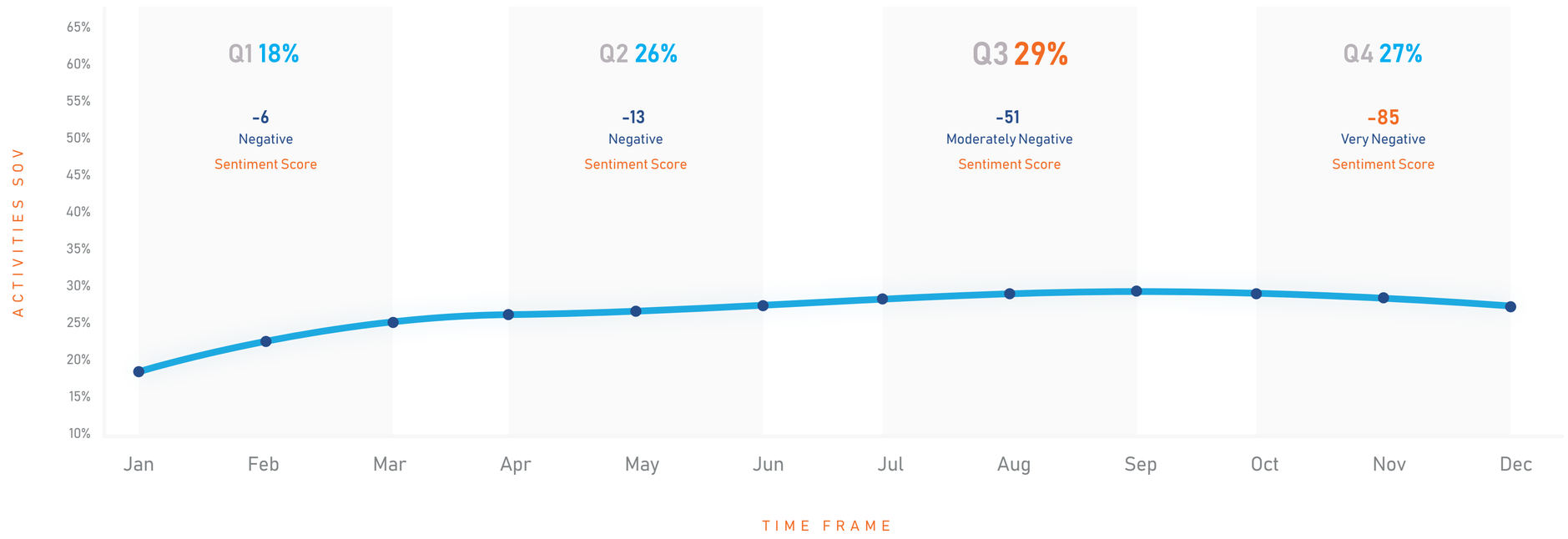
Monitored Sample

Monitored Period:
JAN - DEC 20

Total Activities
5.6M

Overall Finance Analysis

Timeline Analysis *based on user activity, excluding bank posts



FINANCE Overall Finance Analysis

Top Financial Topics

*This analysis is based on users' public discussions of monitored financial topics

Topic	SOV	Engagement Rate	Sentiment Analysis			Gender			Top 3 Locations		
			Positive	Negative	Neutral	Male	Female	Business	Kuwait	KSA	Egypt
Loans	52%	21%	5%	12%	83%	61%	25%	14%	39%	33%	9%
			Positive	Negative	Neutral	Male	Female	Business	Egypt	KSA	UAE
Insurances	35%	20%	4%	12%	84%	51%	12%	37%	28%	25%	12%

FINANCE Overall Finance Analysis

Top Financial Topics

*This analysis is based on users' public discussions of monitored financial topics

Topic	SOV	Engagement Rate	Sentiment Analysis			Gender			Top 3 Locations		
			Positive	Negative	Neutral	Male	Female	Business	KSA	Egypt	UAE
Bank Accounts	7%	18%	6%	7%	87%	72%	22%	6%	49%	13%	12%
Credit Cards	5%	22%	11%	12%	77%	45%	25%	30%	UAE 25%	KSA 23%	Egypt 21%

FINANCE Overall Finance Analysis

Top Financial Topics

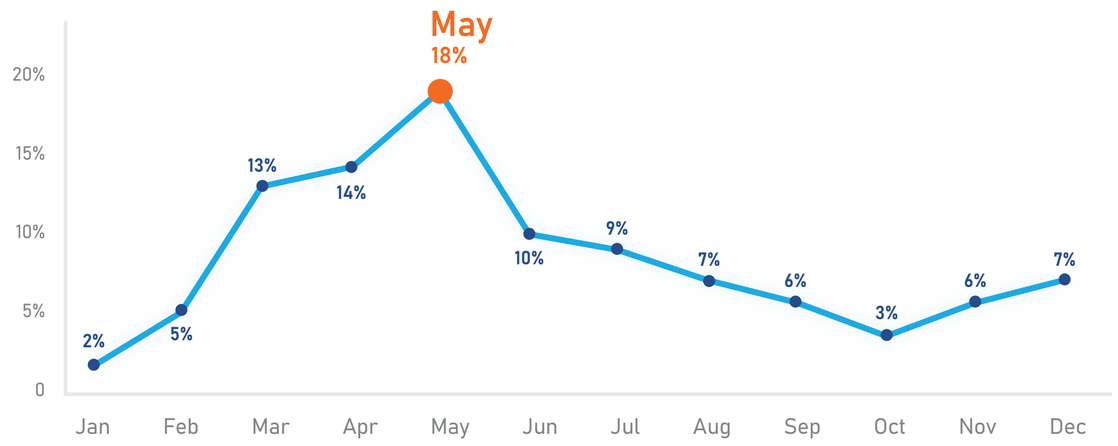
*This analysis is based on users' public discussions of monitored financial topics

Topic	SOV	Engagement Rate	Sentiment Analysis			Gender			Top 3 Locations		
			Positive	Negative	Neutral	Male	Female	Business	Egypt	Oman	KSA
Savings Accounts	1%	24%	6%	5%	89%	43%	13%	44%	25%	17%	16%

What happened during COVID19?

Timeline Analysis

*this is based on 40K users activity, excluding brand accounts



Gender Analysis

Male	Female	Business
76%	14%	10%

User Sentiment

*based on Twitter

Sentiment Score: -46 Moderately Negative

Positive	Negative	Neutral
5%	14%	81%

What happened during **COVID19?**

Brands Posts

What happened during **COVID19?**

User Posts

محمد جاسم الفضلي
@5420535

@Gulf_Bank
#بنك_الخليج
مو معقولة قبل #كورونا توصلون البطاقات واثناء كورونا توقفونها

وعملائكم تتوقف مصالحهم ولا يقدرون يستلمون البطاقات ❗
تبون تباعد اجتماعي وتجنب الاصابات وانتوا تبون العميل
يستلم البطاقة من الفرع
وافرعكم تغلق بسبب الاصابات
ندفع زيادة للتوصيل المهم نستلم البطاقة

Translate Tweet

9:31 AM · Dec 17, 2020 · Twitter for iPhone

2 Retweets **1** Like

فيصل شاه
@F_N_Shah

بدلاً من كل الأغاني الوطنية التي لا أحد يسمعها فعلياً انما
تفرضونها و تنشرونها باعلانات في كل مكان
شاركوا في واجبكم الوطني بحملات توعوية و مستلزمات
وقاية و أي شي على الأقل يحسسنا أن القطاع الخاص في
الكويت له قيمة

@ZainKuwait
@OoredooKuwait
@stc_kwt
@NBKPage
@Bankboubyan

Translate Tweet

10:44 AM · Feb 25, 2020 · Twitter for iPhone

17 Retweets **10** Likes

Amal Elmahi
@ElmahiAmal

@emiratesislamic اسواء تعامل لي من موظفين الكوليكشن
اتوقفت فتره الكرونا من الدوام ولي ظروف كل العالم يمر فيها
حاولت بقدر الامكان اعمل جدوله ماف موافقه عليها اكتر من
٤ مرات بعد دوامت الدوام الجديد ملتزمه وراتبي عليهو بلوك
ماقدرت اتصرف الا اتصل واروح البنك واترجاهم شهريا وصراحه
انا

Translate Tweet

10:19 PM · Dec 29, 2020 from Abu Dhabi, United Arab Emirates · Twitter for iPhone

1 Like

ON DEMAND STREAMING

On demand streaming is revolutionizing the entertainment industry. Consumers are now more in control; it is now possible to watch any show, movie, or program on your own time. In 2020, there has been a significant rise in this industry due to the increased amount of time spent at home due to COVID. As this industry continues to grow, there will be more competition. Hence, it is crucial to pay attention to consumer viewing habits and preferences, which can be identified through social media listening. In this section, we provide an overall analysis of the top on demand apps in the MENA region, then we look further into the consumer journey to understand their relation with the on demand industry in each country.

Monitored Sample

Monitored Period:
JAN - DEC 20

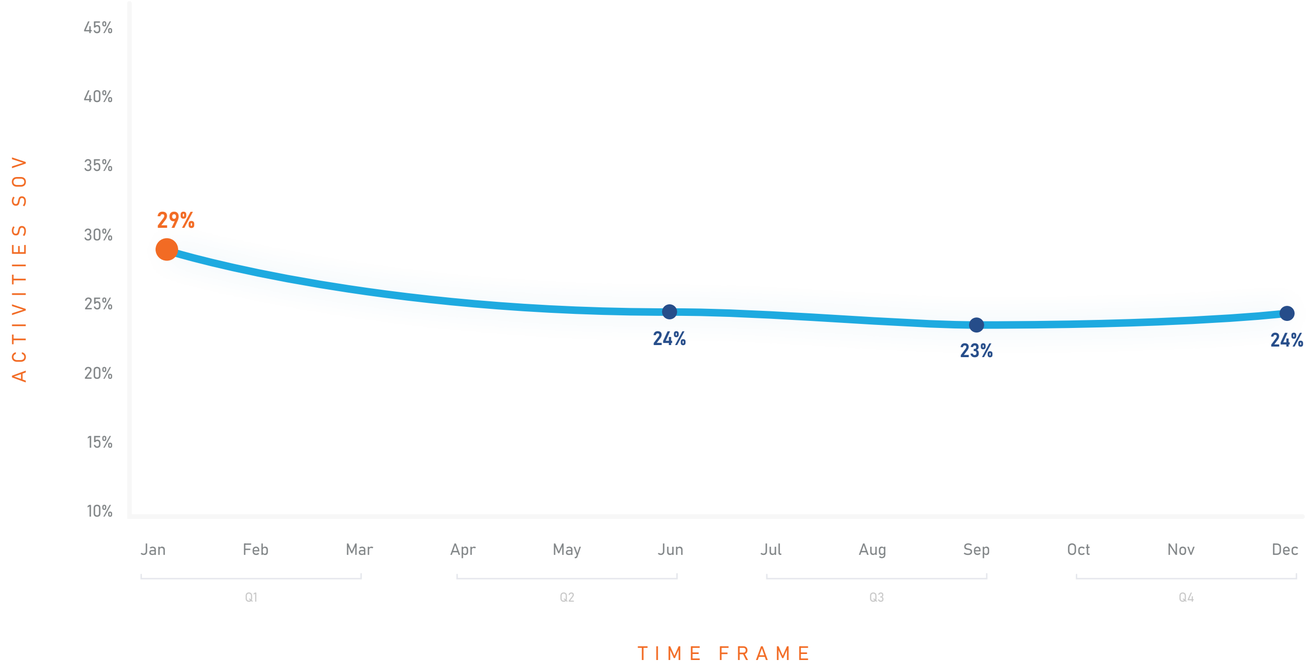
Total Activities
98M

Monitored Sample
Public mentions of Netflix, Shahid, Viu, YouTube, YouTube On Demand, Amazon Prime + MENA based social accounts (Netflix, Viu, Shahid)

Overall On Demand Streaming Analysis

Timeline Analysis

*this is based on user activity, excluding brands' social accounts



Top 5 Active Countries

Egypt	27%
Iraq	20%
KSA	13%
UAE	10%
Morocco	7%

Overall On Demand Streaming Analysis

Gender Analysis

Male

43%

Female

22%

Business

35%

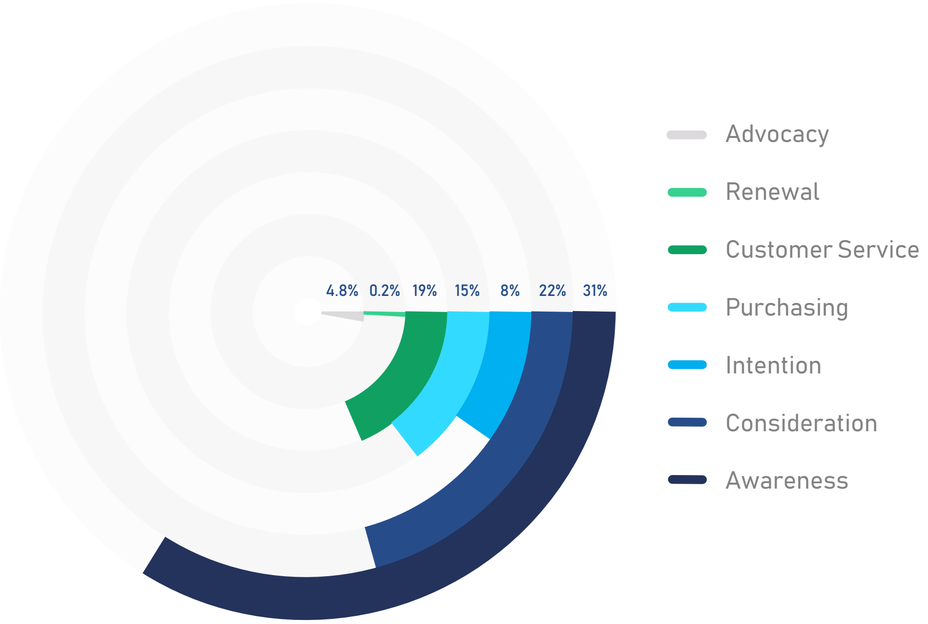
Top Genres

*this is based on users activity only

Drama 32%	Action 28%
Comedy 26%	Horror 14%

Users Purchase Cycle

This section is based on a set of pre-identified consumer stages in a purchase cycle for users' discussions.



Overall On Demand Streaming Analysis

Sentiment Analysis

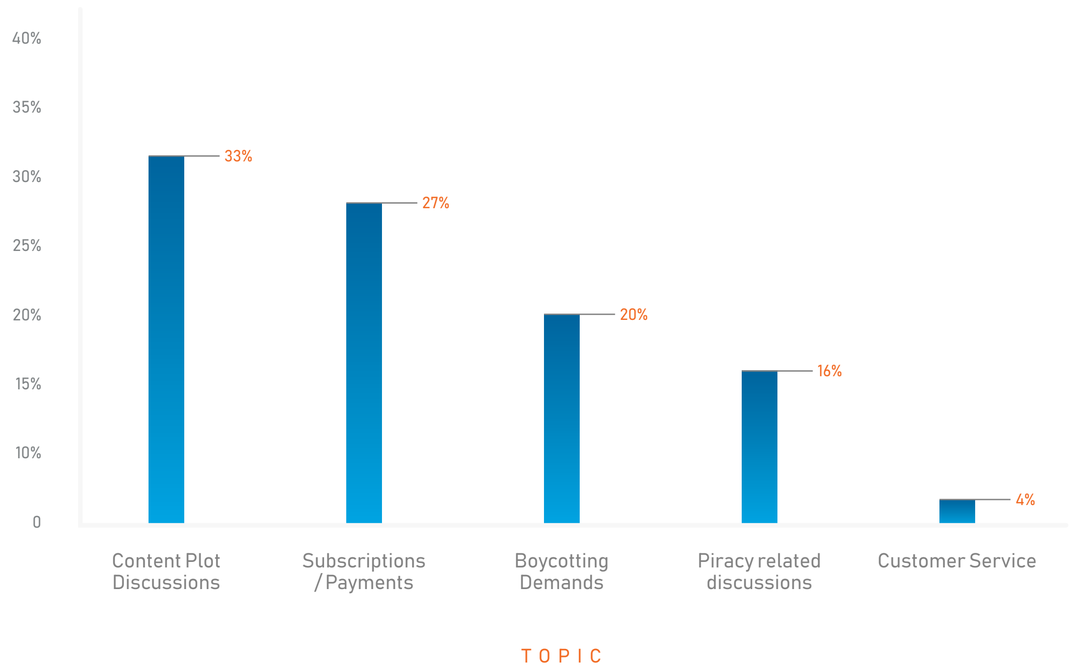
This analyzes how the MENA audience feel about on demand streaming platforms.

Positive 47%

Negative 53%

Overall On Demand Streaming Analysis

Most Popular Topics

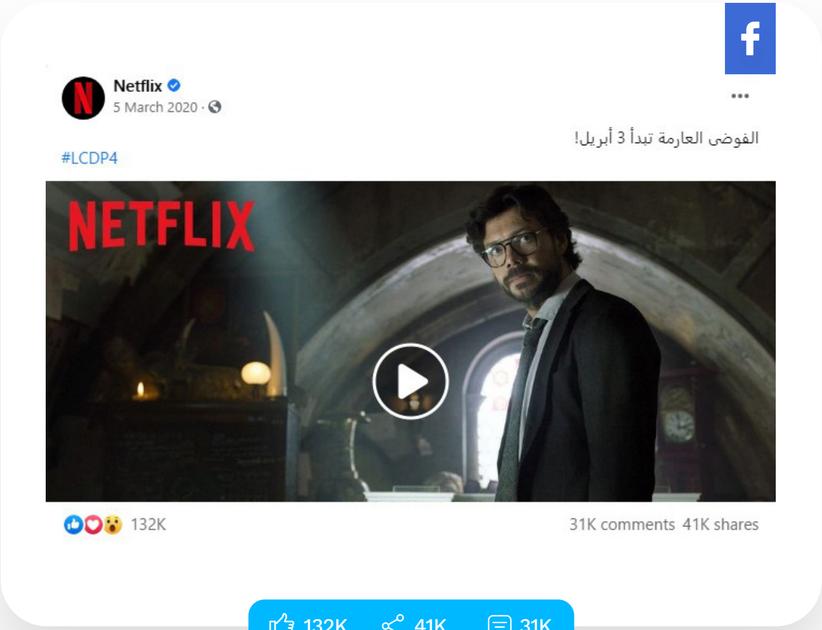


Sentiment Score

Content Plot Discussions	29 Positive
Subscriptions / Payments	10 Positive
Boycotting Demands	-42 Moderately Negative
Piracy related discussions	-18 Negative
Customer Service	-35 Negative

Overall On Demand Streaming Analysis

Top Brands



Overall On Demand Streaming Analysis

Top Brands

61.6K 2.79K

10.5M 91K

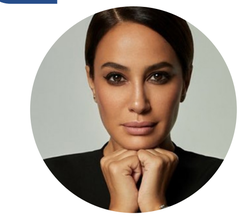
Overall On Demand Streaming Analysis

Top Influencers

01

Mohamed Henedy
@OfficialHenedy

02



Hend Sabry
@HendSabry

03

Eiyad Alhmoud
@Eyaaaad

Top Influencers

01

Bassem Yakhour

02

The Lady

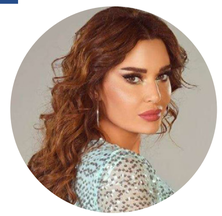
03

Donia Samir Ghanem

Overall On Demand Streaming Analysis

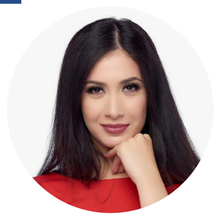
Top Influencers

01



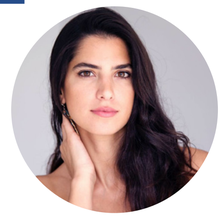
Cyrine AbdulNoor
@cyrineanour

02



Farah Yasmine
@farahyasmine

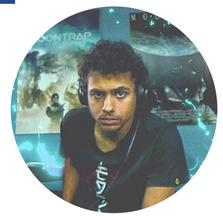
03



Carmen Bsaibes
@carmenbsaibes

Top Influencers

01



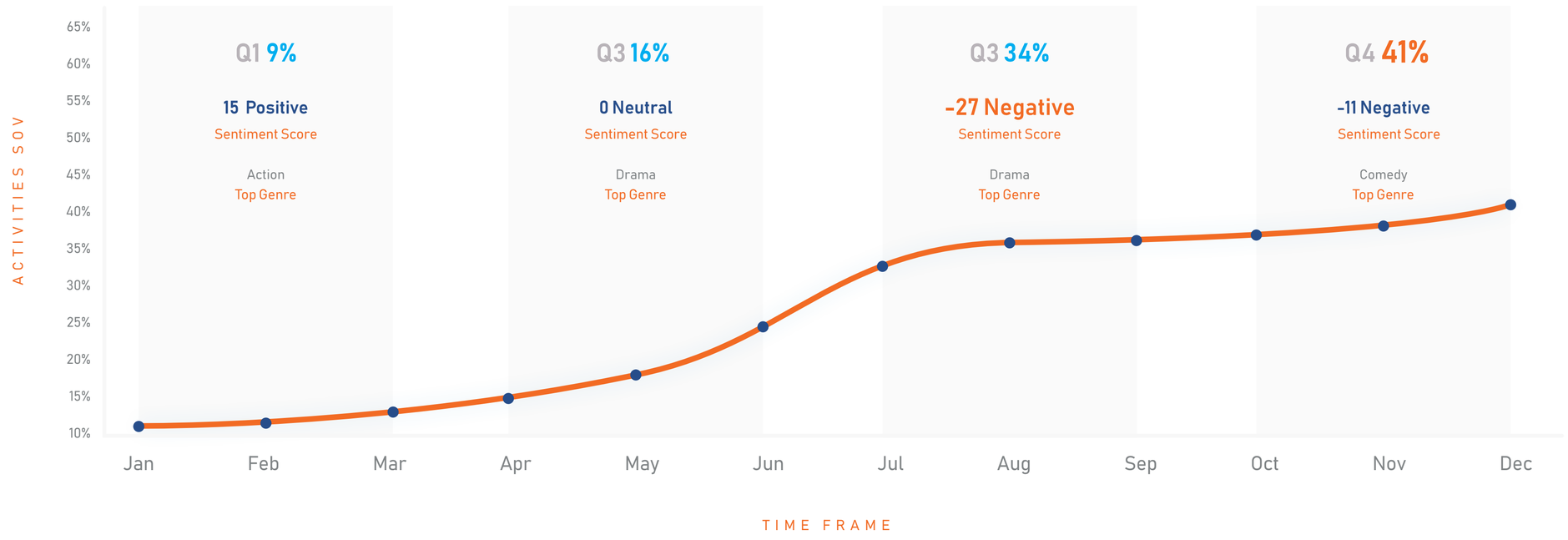
Mn Gheer Montagh

02

Bta3 Aflam

Quarterly Timeline Analysis

*based on the analysis of users' conversations of On Demand brands and services during Jan-Dec 2020, excluding brands social accounts.

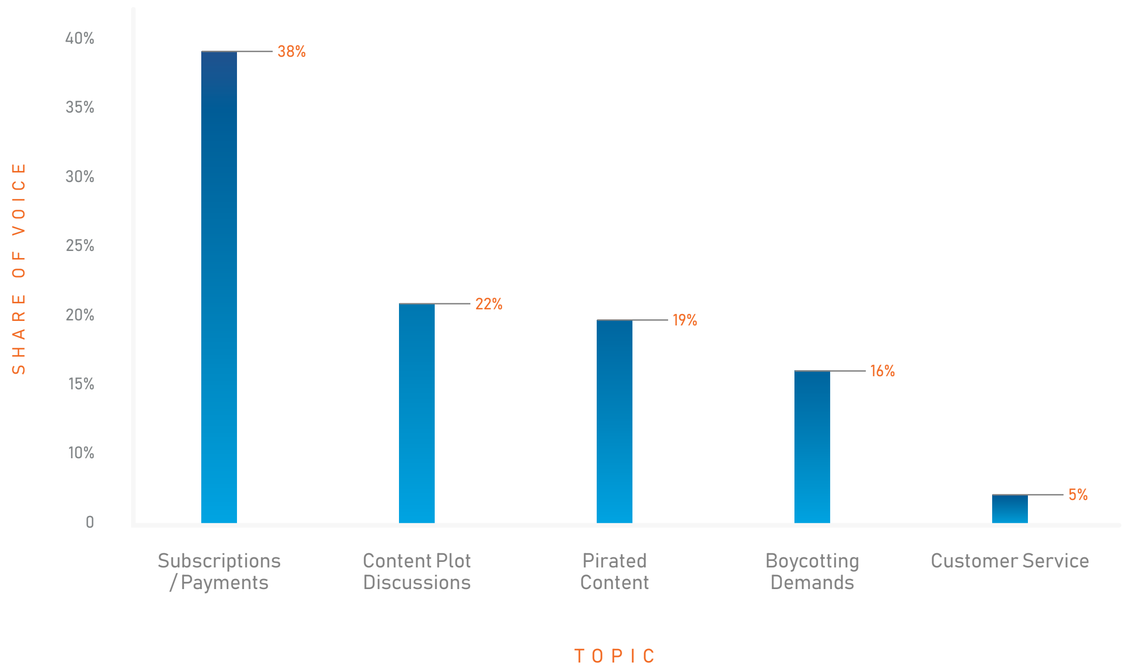


ON DEMAND STREAMING

Egypt

Most Popular Topics

*based on a set of pre-identified topics for users discussions



Sentiment Score

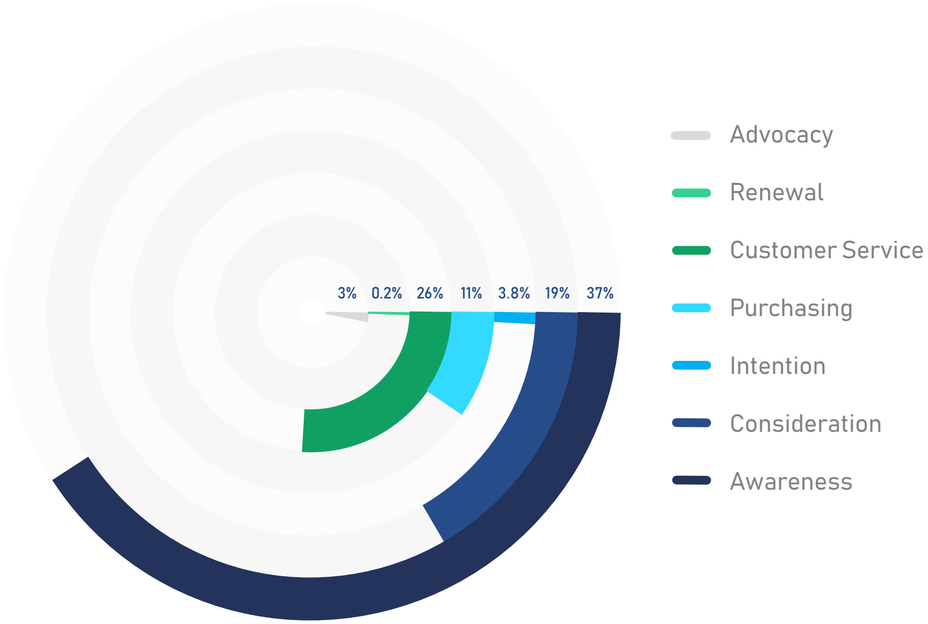
Content Plot Discussions	12 Positive
Subscriptions / Payments	23 Positive
Boycotting Demands	-22 Negative
Pirated Content	-25 Negative
Customer Service	-10 Negative

ON DEMAND STREAMING

Egypt

Users Purchase Cycle

This section is based on a set of pre-identified consumer stages in a purchase cycle for users' discussions.

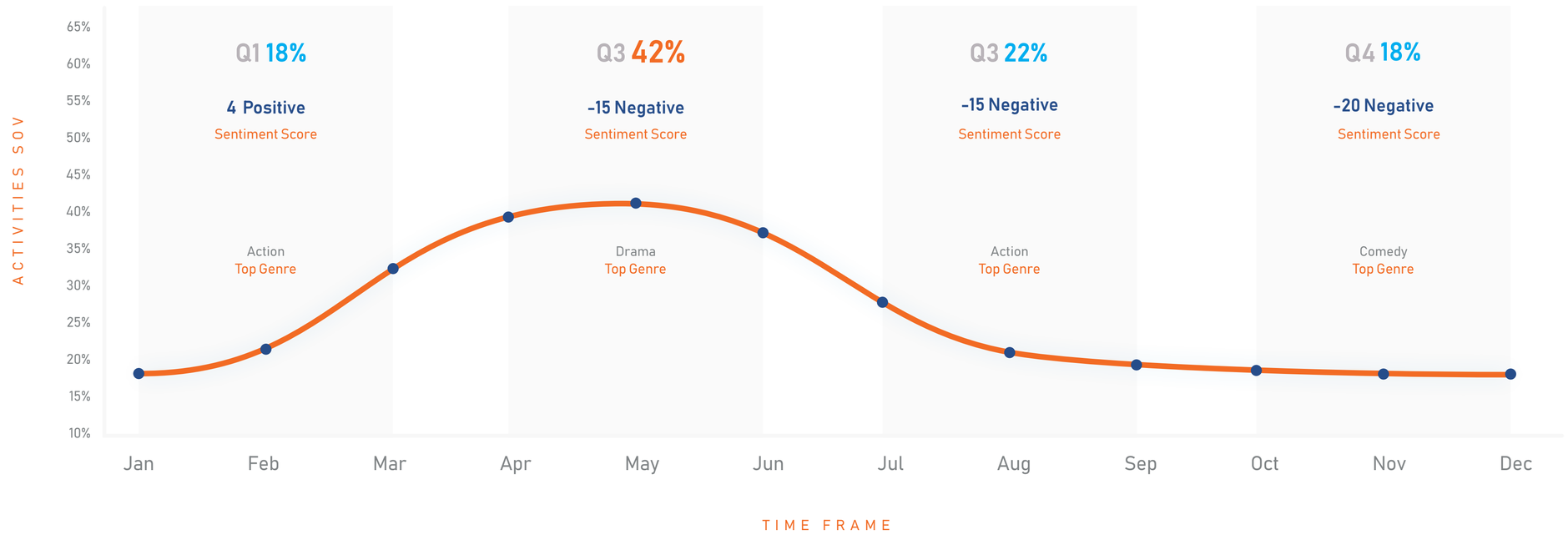


Gender Analysis

Male	Female	Business
52%	16%	32%

Quarterly Timeline Analysis

*based on the analysis of users' conversations of On Demand brands and services during Jan-Dec 2020, excluding brands social accounts.

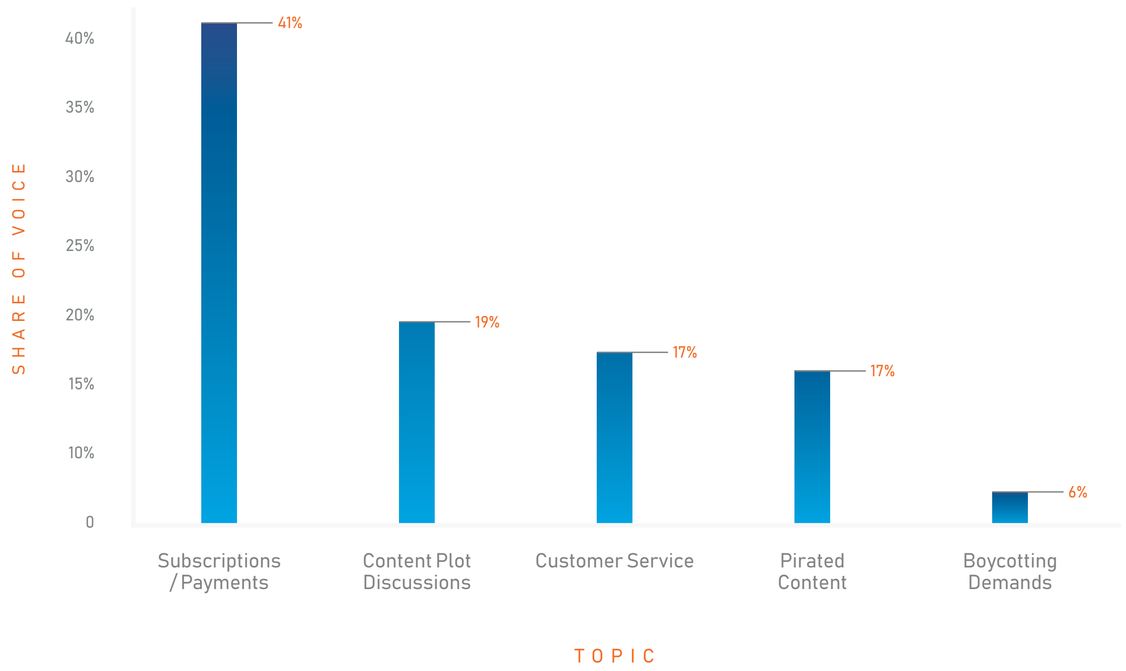


ON DEMAND STREAMING

Saudi Arabia

Most Popular Topics

*based on a set of pre-identified topics for users discussions



Sentiment Score

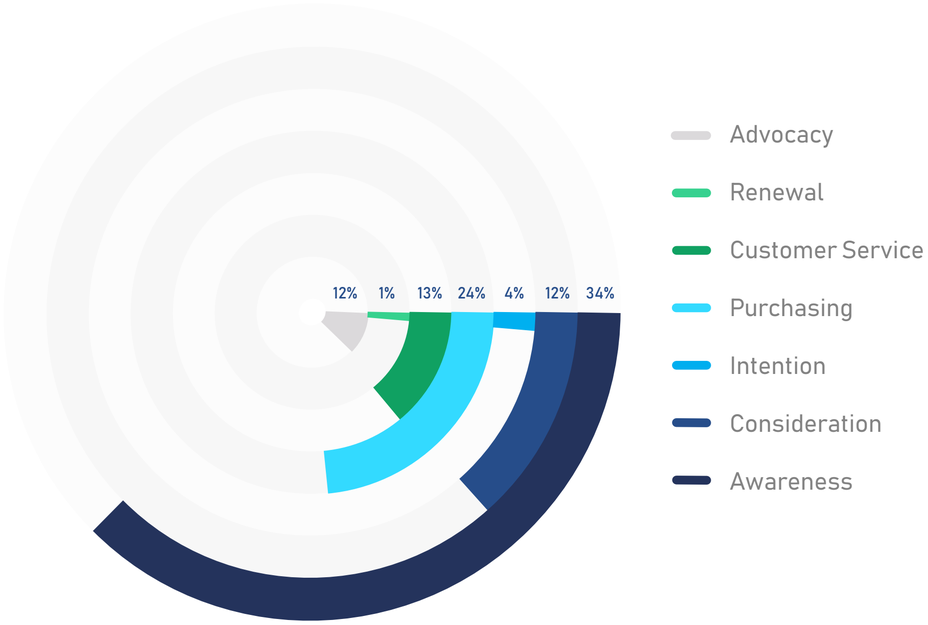
Subscriptions / Payments	33 Positive
Content Plot Discussions	20 Positive
Boycotting Demands	-60 Moderately Negative
Pirated Content	-6 Negative
Customer Service	-3 Negative

ON DEMAND STREAMING

Saudi Arabia

Users Purchase Cycle

This section is based on a set of pre-identified consumer stages in a purchase cycle for users' discussions.



Gender Analysis

Male

47%

Female

18%

Business

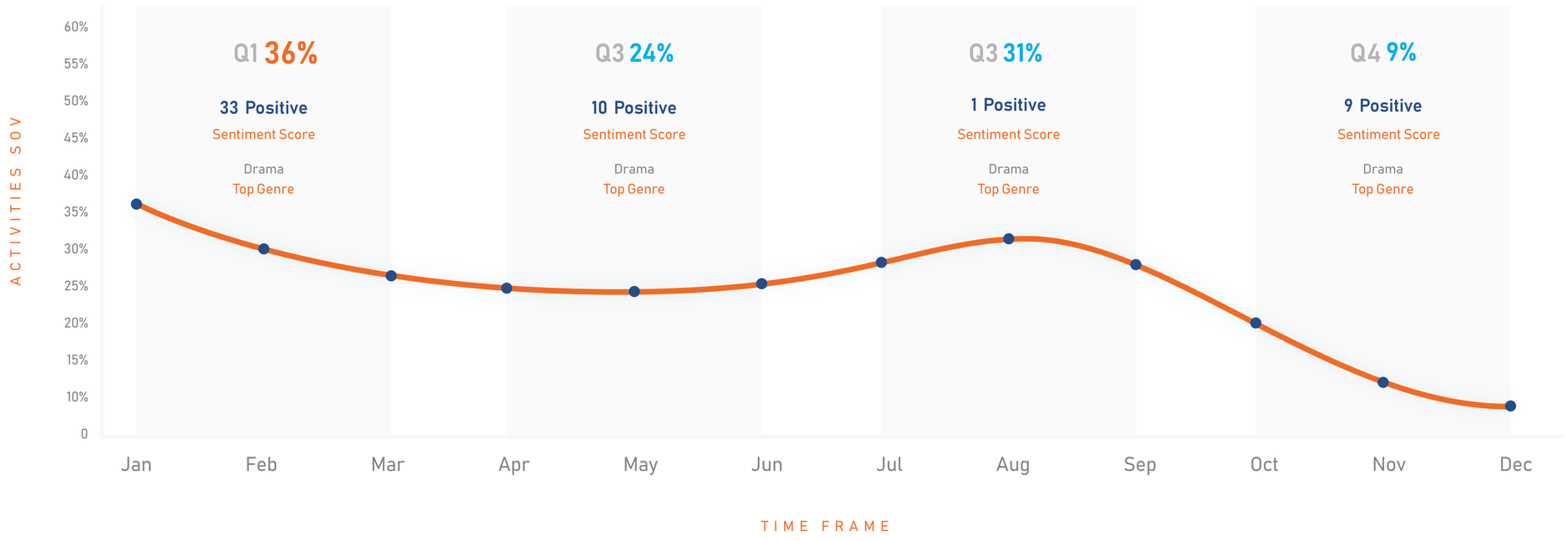
35%

ON DEMAND STREAMING

UAE

Quarterly Timeline Analysis

*based on the analysis of users' conversations of On Demand brands and services during Jan-Dec 2020, excluding brands social accounts.

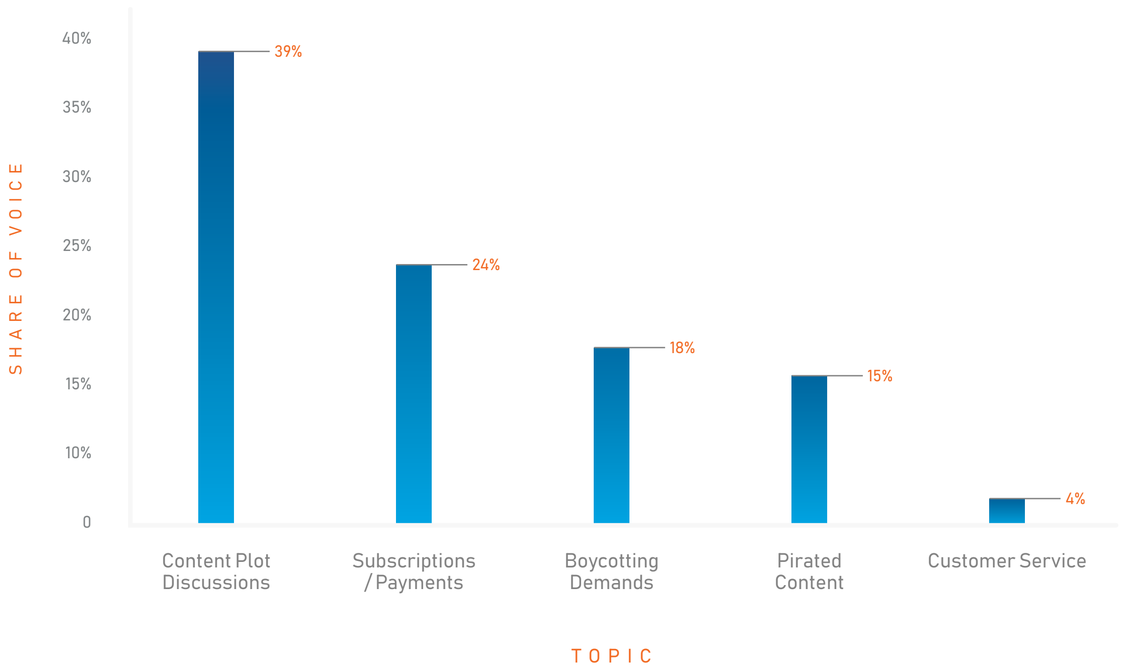


ON DEMAND STREAMING

UAE

Most Popular Topics

*based on a set of pre-identified topics for users discussions



Sentiment Score

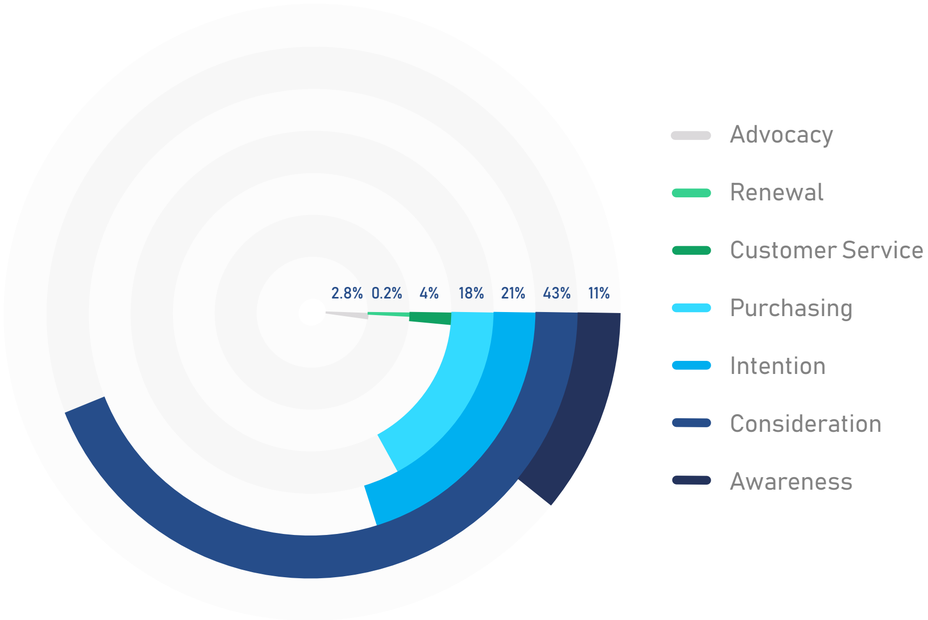
Content Plot Discussions	41 Moderately Positive
Subscriptions / Payments	11 Positive
Boycotting Demands	-7 Negative
Pirated Content	-19 Negative
Customer Service	-2 Negative

ON DEMAND STREAMING

UAE

Users Purchase Cycle

This section is based on a set of pre-identified consumer stages in a purchase cycle for users' discussions.



Gender Analysis

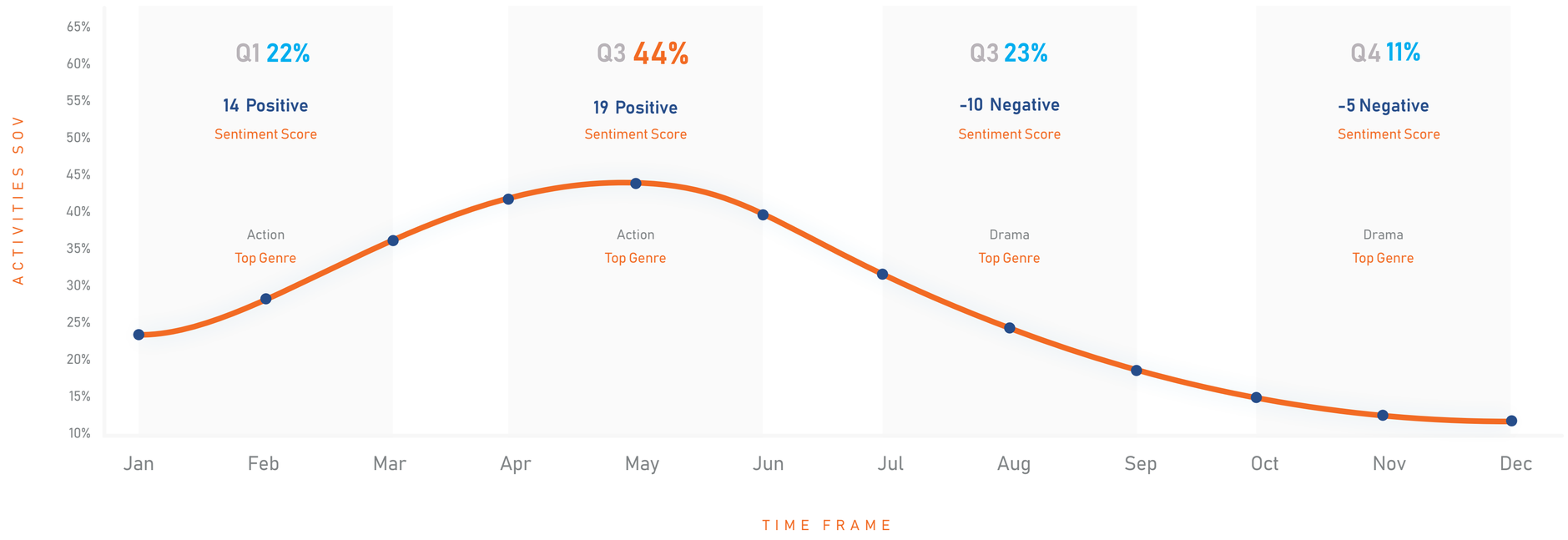
Male	Female	Business
36%	14%	50%

ON DEMAND STREAMING

Kuwait

Quarterly Timeline Analysis

*based on the analysis of users' conversations of On Demand brands and services during Jan-Dec 2020, excluding brands social accounts.

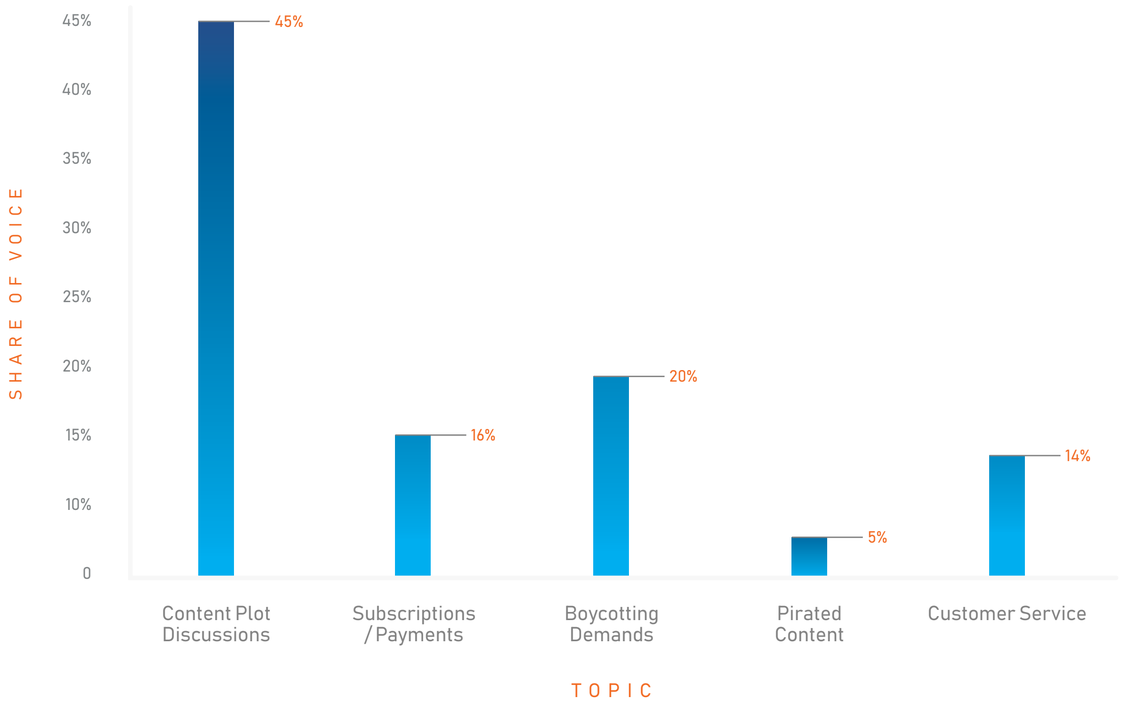


ON DEMAND STREAMING

Kuwait

Most Popular Topics

*based on a set of pre-identified topics for users discussions



Sentiment Score

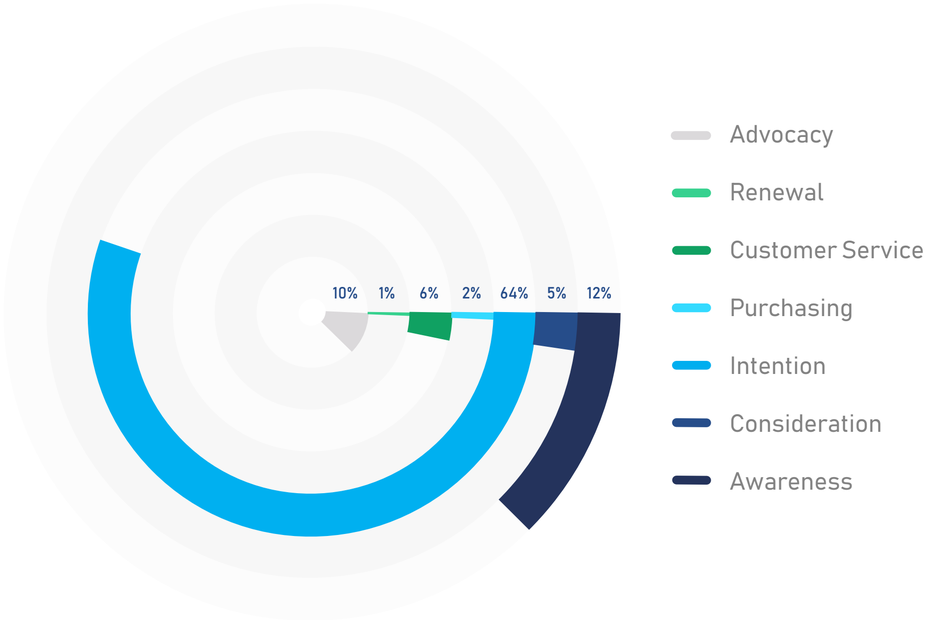
Content Plot Discussions	16 Positive
Subscriptions / Payments	2 Positive
Boycotting Demands	-22 Negative
Pirated Content	-17 Negative
Customer Service	-3 Negative

ON DEMAND STREAMING

Kuwait

Users Purchase Cycle

This section is based on a set of pre-identified consumer stages in a purchase cycle for users' discussions.



Gender Analysis

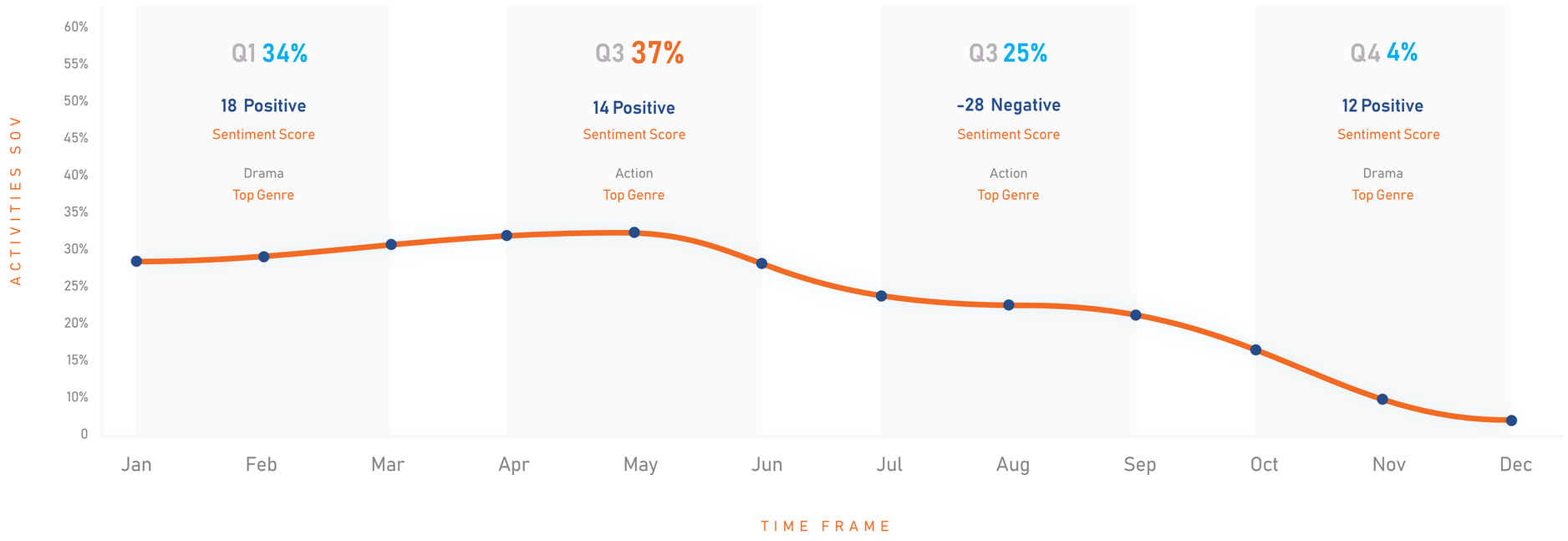
Male	Female	Business
66%	22%	12%

ON DEMAND STREAMING

Bahrain

Quarterly Timeline Analysis

*based on the analysis of users' conversations of On Demand brands and services during Jan-Dec 2020, excluding brands social accounts.

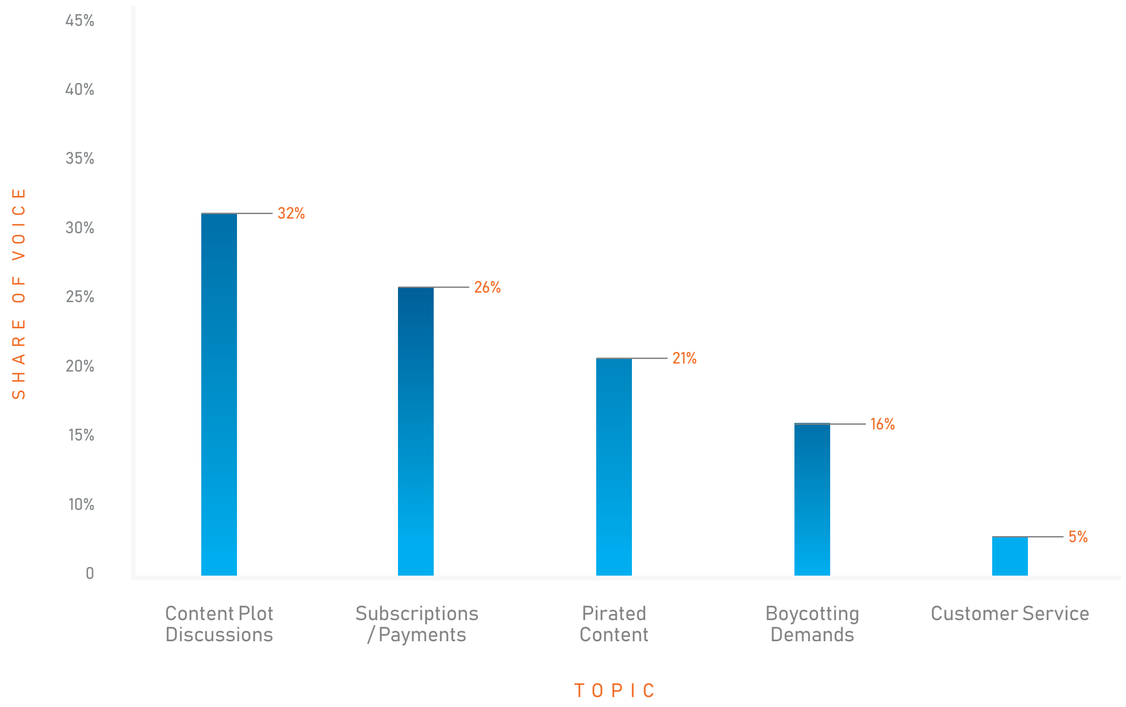


ON DEMAND STREAMING

Bahrain

Most Popular Topics

*based on a set of pre-identified topics for users discussions



Sentiment Score

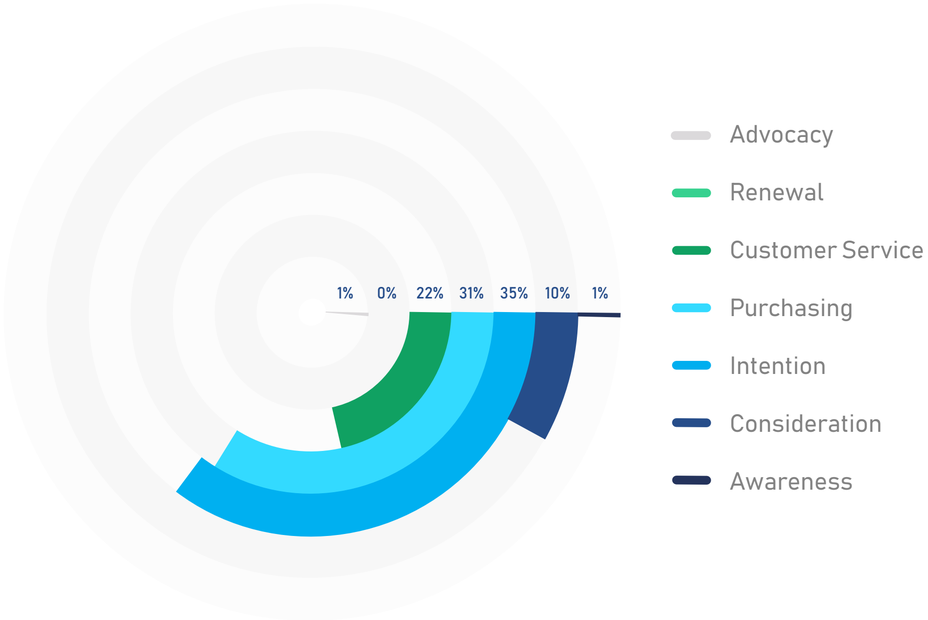
Content Plot Discussions	12 Positive
Subscriptions / Payments	-22 Negative
Boycotting Demands	-25 Negative
Pirated Content	-10 Negative
Customer Service	-1 Negative

ON DEMAND STREAMING

Bahrain

Users Purchase Cycle

This section is based on a set of pre-identified consumer stages in a purchase cycle for users' discussions.



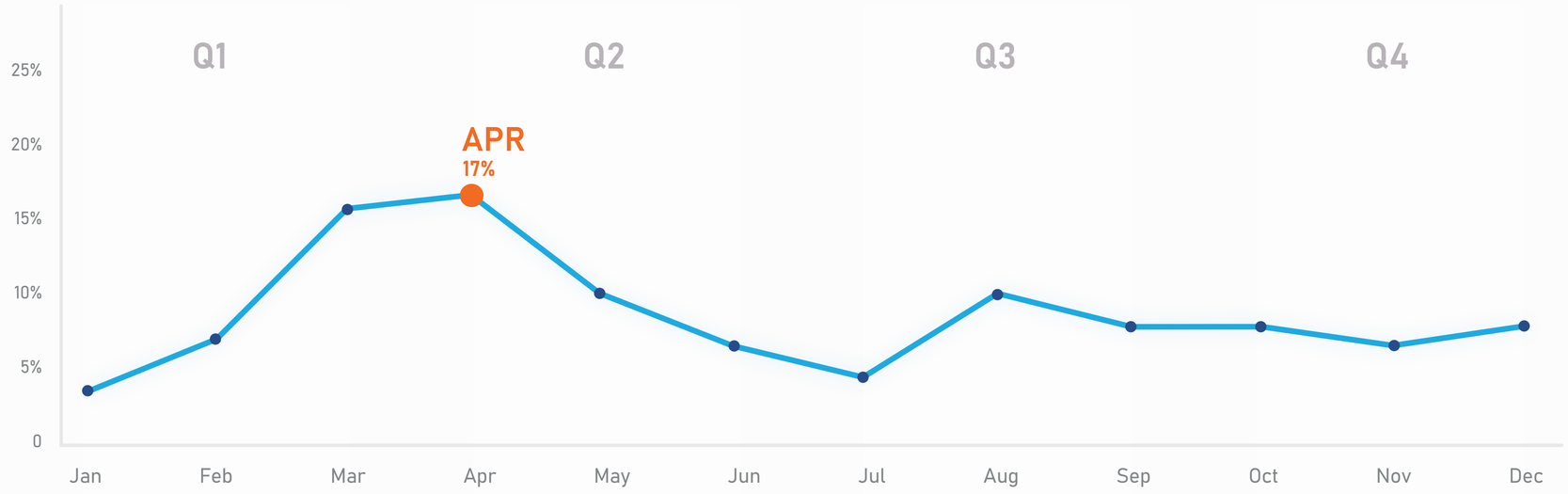
Gender Analysis

Male	Female	Business
59%	34%	7%

What happened during COVID19?

COVID Timeline Analysis

On -demand streaming related conversations weren't focusing on COVID relevant discussions. Only 1% of brands posted content mentioned COVID, such posts received only 0.3% of total gained interactions



Sentiment Score

57 Very Positive

What happened during **COVID19?**

Sample of Posts

Moe Afandi
@MoeHMoe1

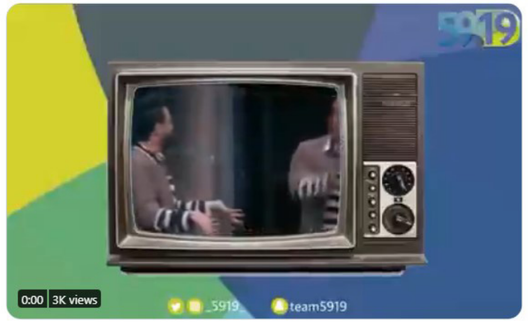
@elissakh And officially I got approved from my manager to be done working @ 10:00 PM (Consert's time) whoop whoop 🙌🏻, can not B more patience queen @elissakh to C you finally after this long time quarantine, #StayHome🌺 & enjoy with @ShahidVOD & #مكملين_معاكم @RotanaMusic ❤️🎼❤️

SHAHID and rotana

5919
@_5919_

ما يبغالها دراما، اجلس ببيتك مع اهلك وعندك نتفلكس 😂💛
#كورونا
#اقعد_بالبيت

Translate Tweet



9:57 PM · Mar 17, 2020 · Twitter for iPhone

Abdulaziz Alzamil عزيز الزامل
@Azoz_Alzamil

أعتقد أفضل الطرق حاليًا لإنتهاز الفرص هي لنيتفلكس، المفروض تحاول جاهدة بالمفاوضات وتشتري حقوق الأفلام المقرر عرضها بهالوقت وتأجلت.

الناس بتقضي وقت طويل بالبيت.. يستغلون هالشي ويصرفون ميزانيتهم بشراء حقوق أعمال كبيرة أفضل لهم من صرفها على أعمالهم الخاصة.

Joe Azoury
@JoeAzoury

مين مثلي كتيررررر محمّس لحفل اليسا نهار الخميس؟❤️
#إليسا #elissa #قهوة_الماضي #كورونا @ShahidVOD
@DeezerMENA @RotanaMusic @elissakh

Translate Tweet

BONUS FOOD & BEVERAGE

In the F&B industry, customer loyalty is very important. It goes beyond satisfying a craving; every brand's goal is to keep their customer satisfied so they would keep coming back. Social media is the tool to use to build a connection with your consumers. This is where they will be giving reviews about their experience; hence, every F&B brand should be tuning into the conversation to stay on top. In this section, we provide key insights on the top brands in the MENA region and how those brands interact with their customers. Such information is the key to creating a positive experience for your customers, by understanding what they are looking for.

Monitored Sample

Monitored Period:
AUG - DEC 2020

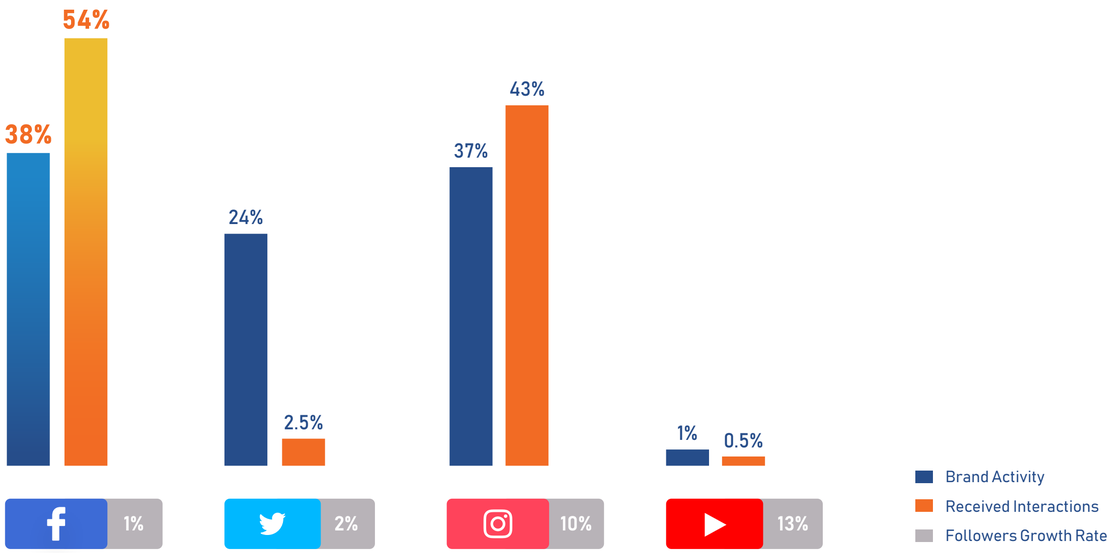
Total Activities
14.1M

Monitored Sample
36 Brands (Mcdonald's, KFC, Zack's, Pizzahut, Burger King, Subway, Starbucks, Dunkin, Cinnabon, Talabat, Hungerstation, Deliveroo)

FOOD & BEVERAGE

Platform Analysis

*this analysis is based on brands' social accounts, excluding user accounts, across Facebook, Twitter, Instagram, and YouTube.



Gender Analysis

*based on user social media activity, excluding brand accounts

Male	Female	Business
51%	34%	15%

Most Active Countries

Egypt	KSA	UAE
55%	35%	10%

Sentiment Analysis

Sentiment Score -6 Negative

Positive 47%

Negative 53%

FOOD & BEVERAGE

Users Purchase Cycle

*This analysis is based on a total of 2.5M social media activity of user mentions identified by pre-set consumer stages, excluding brand activity.

Awareness

Share of Voice	47%
Engagement Rate	51%
Male	47%
Female	35%
Business	18%

Consideration

Share of Voice	1%
Engagement Rate	23%
Male	24%
Female	15%
Business	61%

Intention

Share of Voice	5%
Engagement Rate	21%
Male	30%
Female	20%
Business	50%

FOOD & BEVERAGE

Users Purchase Cycle

*This analysis is based on a total of 2.5M social media activity of user mentions identified by pre-set consumer stages, excluding brand activity.

Purchasing

Share of Voice 16%

Engagement Rate 17%

Male 48%
Female 38%
Business 14%

Customer Support

Share of Voice 27%

Engagement Rate 18%

Male 52%
Female 22%
Business 26%

Advocates

Share of Voice 4%

Engagement Rate 27%

Male 45%
Female 28%
Business 27%

FOOD & BEVERAGE

Most Popular Topics

*This analysis is based on a total of 3M social media activities of user mentions identified by pre-set relevant topics, excluding brand accounts.

Topic	Applications	Customer Service	Pricing
Share of Voice	31%	22%	18%
Sentiment Score	-67 Very Negative	-86 Very Negative	-75 Very Negative
Gender	Male 40%, Female 31%, Business 29%	Male 52%, Female 22%, Business 26%	Male 45%, Female 31%, Business 24%

FOOD & BEVERAGE

Most Popular Topics

*This analysis is based on a total of 3M social media activities of user mentions identified by pre-set relevant topics, excluding brand accounts.

Topic	Promotions & Offers	Delivery Services	Products Quality
Share of Voice	17%	8%	3%
Sentiment Score	-36 Negative	-68 Very Negative	-40 Moderately Negative
Gender	Male 39%, Female 27%, Business 34%	Male 42%, Female 25%, Business 33%	Male 51%, Female 23%, Business 26%

FOOD & BEVERAGE

Most Popular Topics

*This analysis is based on a total of 3M social media activities of user mentions identified by pre-set relevant topics, excluding brand accounts.

Topic	Takeout	E-Payment
Share of Voice	0.5%	0.5%
Sentiment Score	-20 Negative	-93 Very Negative
Gender	Male 29%, Female 13%, Business 58%	Male 30%, Female 20%, Business 50%

FOOD & BEVERAGE

Top Brands *based on type of F&B category

Food Retail

	Zack's	McDonald's	Al Baik KSA
Share of Voice	39%	24%	16%
Sentiment Score	52 Moderately Positive	9 Positive	-9 Negative
Interactions Per Post	1770	71	82
Growth Rate	19%	10%	9%

FOOD & BEVERAGE

Top Brands *based on type of F&B category

Food Retail

	TGI Friday's	Al Tazaj KSA
Share of Voice	6%	6%
Sentiment Score	69 Very Positive	-21 Negative
Interactions Per Post	1642	38
Growth Rate	1%	7%

FOOD & BEVERAGE

Top Brands *based on type of F&B category

Cafe's and Confectionery

	Dunkin'	Al Abd	Cinnabon
Share of Voice	31%	18%	12%
Sentiment Score	-4 Negative	45 Moderately Positive	-37 Negative
Interactions Per Post	604	2.9K	175
Growth Rate	13%	7%	20%

FOOD & BEVERAGE

Top Brands *based on type of F&B category

Cafe's and Confectionery

	Tseppas	Starbucks
Share of Voice	11%	9%
Sentiment Score	0 Neutral	-37 Negative
Interactions Per Post	1.3K	1.5K
Growth Rate	4%	5%

FOOD & BEVERAGE

Top Brands *based on type of F&B category

Delivery Applications

	Talabat	Hunger Station KSA	Deliveroo UAE
Share of Voice	53%	25%	8%
Sentiment Score	-66 Very Negative	-68 Very Negative	47 Moderately Positive
Interactions Per Post	82	13	75
Growth Rate	33%	5%	22%

FOOD & BEVERAGE

Top Brands *based on type of F&B category

Delivery Applications

	Zomato	El Menus Egypt
Share of Voice	7%	3%
Sentiment Score	-5 Negative	-58 Moderately Negative
Interactions Per Post	42	51
Growth Rate	2%	8%

FOOD & BEVERAGE

Top Brand Posts

*this is based on the posts of brands' accounts with the highest interactions, excluding user activity

Top Tweets

01

ماكدونالدز السعودية - الوسطى والشرقية والشمالية
@McDonaldsKSA

أنت مامثلك بهالدنيا بلد 🇸🇦
سوّي ريتويت وشاركنا جوابك على#مسابقة_الوطن_مع_ماك
وادخل السحب على وحده من جوائزنا الـ 12 الرهيبة😍
ترا المسابقة مستمرة إلى تاريخ 30 سبتمبر
#ماكدونالدز

Translate Tweet

12:00 PM · Sep 26, 2020 · Twitter for iPhone

5,343 Retweets **478** Quote Tweets **2,571** Likes

2.57K 5.34K

02

ماكدونالدز السعودية - الوسطى والشرقية والشمالية
@McDonaldsKSA

لايفوتك أسهل سؤال 😉
شارك معنا جوابك على #مسابقة_الوطن_مع_ماك ولاتنسى
الريتويت عشان تدخل السحب وتكون أحد الرابحين بجوائزنا إن
شاء الله😍
ترا المسابقة مستمرة إلى تاريخ 30 سبتمبر !
#ماكدونالدز

Translate Tweet

12:01 PM · Sep 25, 2020 · Twitter for iPhone

5,520 Retweets **440** Quote Tweets **2,468** Likes

2.79K 5.9K

03

ماكدونالدز السعودية - الوسطى والشرقية والشمالية
@McDonaldsKSA

واصلي يابلادي 🇸🇦

لاتنسى تسوي ريتويت وتشاركنا جوابك على
#مسابقة_الوطن_مع_ماك وادخل السحب على وحدة من
جوائزنا
الـ 12 الرهيبة 💚

هذانا علمناك ترا المسابقة مستمرة إلى تاريخ 30 سبتمبر😍

#ماكدونالدز

Translate Tweet

5,994 Retweets **427** Quote Tweets **2,799** Likes

2.79K 5.99K

FOOD & BEVERAGE

Top Brand Posts

*this is based on the posts of brands' accounts with the highest interactions, excluding user activity

Top Posts

01

162K 509 6K

02

82K 6.9K 4.7K

03

2.6K 66 76K

FOOD & BEVERAGE

Top Brand Posts

*this is based on the posts of brands' accounts with the highest interactions, excluding user activity

Top Posts

01

broccolipizzaandpasta

6,614 likes

broccolipizzaandpasta مسابقة- اربح آيفون 12 برو أحدث إصدار 🎊🎉🎁📱

6.6K 37.7K

02

broccolipizzaandpasta

5,634 likes

broccolipizzaandpasta GIVEAWAY CLOSED ‼️

5.6K 31.9K

03

broccolipizzaandpasta

8,240 likes

broccolipizzaandpasta مسابقة - اربح بلاي ستيشن ٥ أحدث إصدار 🎊🎉🎁🎮

8.24K 25K

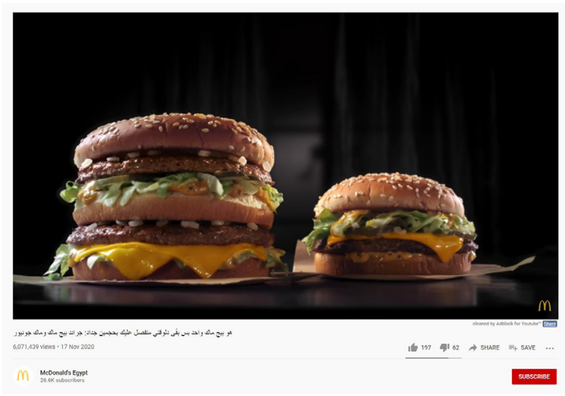
FOOD & BEVERAGE

Top Brand Posts

*this is based on the posts of brands' accounts with the highest views, excluding user activity

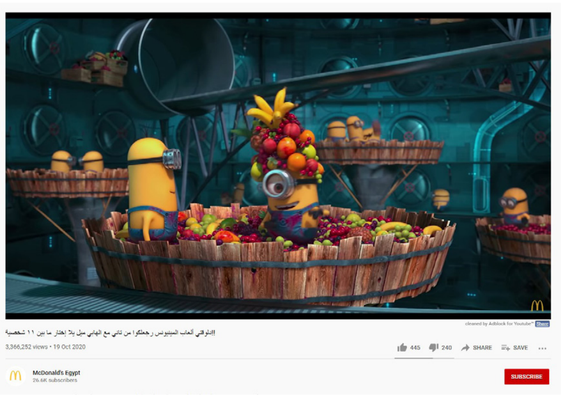
Top Videos

01



6.07M 197

02



3.36M 445

03

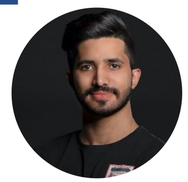
2.01M 27

FOOD & BEVERAGE

Top Influencers

*This is based on valid user accounts only, excluding brands' social accounts and businesses.

01



Saad Al Dawwy
@MrSaa3d

02

Deema Al Asadi
@deemaalasadi

03

Osama Marwah

What happened during COVID19?

*This is based on a total of 1.5M social media activity with COVID mentions, which is 11% of F&B content.

Gender Analysis

Male	Female	Business
46%	19%	35%

Sentiment Analysis

Positive	Negative
16%	84%

Most Active Countries

KSA	Egypt	UAE
46%	11%	8%

What happened during **COVID19?**

01
02
03
04

Top Tweets

01

ماكدونالدز السعودية - الوسطى والشرقية والشمالية
@McDonaldsKSA

لضمان سلامتكم طبقنا كافة الإجراءات الوقائية اللي تخليك تطلب وجباتك المُفضلة بكل أمان 😍

#ماكدونالدز

#سلامتكم_أولويتنا

Translate Tweet

7:01 PM · Sep 29, 2020 · Twitter for iPhone

30 Retweets **43** Likes

02

ماكدونالدز السعودية - الوسطى والشرقية والشمالية
@McDonaldsKSA

بدأنا اليوم #يوم_ماك_الوطني_للتوظيف باستقبال المتقدمين مع التزامنا بتطبيق الاجراءات الاحترازية من التباعد الاجتماعي والالتزام بلبس الكمامات وقياس درجة حرارة والتعقيم وعدم السماح بدخول أكثر من 50 متقدم حيث يتم اعلامهم بوقت مقابلتهم دون الحاجة للانتظار وذلك منعا لحصول أي ازدحام.

Translate Tweet

9:02 AM · Sep 13, 2020 · Twitter for iPhone

50 Retweets **30** Quote Tweets **131** Likes

03

ماكدونالدز السعودية - الوسطى والشرقية والشمالية
@McDonaldsKSA

لأن سلامتكم أهم أولوياتنا نبذل كل الجهد عشان نقدم لكم راحة البال اللي تستاهلونها 👍
في #ماكدونالدز جميع موظفين ملتزمين باتباع كافة الإجراءات الاحترازية كوضع الكمامات طول الوقت لسلامة وصحة موظفينا وعملائنا ❤️

Translate Tweet

8:59 PM · Aug 25, 2020 · Twitter for iPhone

19 Retweets **32** Likes

What happened during **COVID19?**

Top Posts

01

02

03

What happened during **COVID19?**

Top Posts

01

02

03

BONUS FMCG

Since the FMCG industry is characterized by a direct consumer approach; the key to its success is in building a strong relationship with consumers. It is important for brands to create an integrated online strategy that focuses on establishing a social media presence. COVID was a catalyst for change in consumer shopping behavior; In this section, we provide key insights on consumer behavior by determining their purchasing habits and expectations. Such information will create countless opportunities for brands to create an effective strategy, thus encouraging the audience purchasing decision.

Monitored Sample

Monitored Period:
AUG - DEC 2020

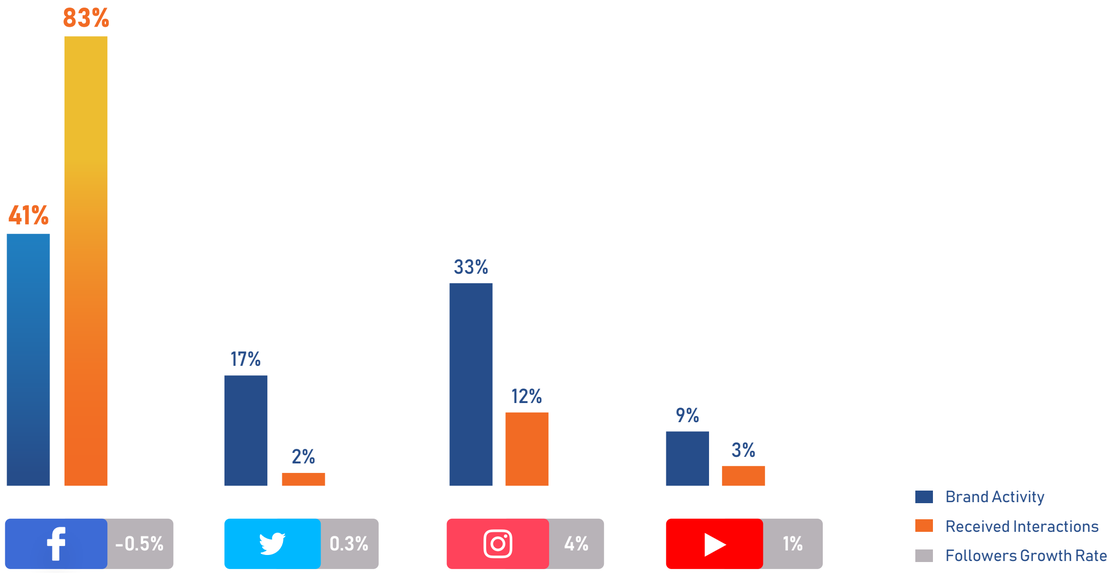
Total Activities
12.5M

Monitored Sample
180 Social Accounts + 60 Brands

FMCG

Platform Analysis

*this analysis is based on brands' social accounts,excluding user accounts, across Facebook, Twitter, Instagram, and YouTube.



Sentiment Analysis

Positive 64%

Negative 36%

Most Active Countries

Egypt 37%

UAE 4%

KSA 36%

Jordan 2%

Kuwait 9%

FMCG

Most Popular FMCG Categories

Topic	Sweets & Confectionery	Soft Drinks & Beverages	Dairy Products
Share of Voice	22%	22%	18%
Sentiment Score	3 Positive	-32 Negative	39 Positive
Gender	Male 34% Female 52% Business 14%	Male 56% Female 35% Business 9%	Male 42% Female 52% Business 6%

FMCG

Most Popular FMCG Categories

Topic	Chips & Snacks	Beauty & Personal Care	Food Cupboard
Share of Voice	12%	10%	7%
Sentiment Score	-20 Negative	36 Positive	23 Positive
Gender	Male 40% Female 51% Business 9%	Male 7% Female 22% Business 71%	Male 17% Female 30% Business 53%

FMCG

Most Popular FMCG Categories

Topic	Hot Beverages	Household Cleaning
Share of Voice	5%	4%
Sentiment Score	-3 Negative	-1 Negative
Gender	Male 42%, Female 51%, Business 7%	Male 38%, Female 54%, Business 8%

Gender Analysis

Male	Female	Business
36%	41%	23%

FMCG

Most Popular Topics

*Based on pre-identified consumer topics of 31K social media activity, excluding brand accounts.

Topic	Pricing	Campaigns & Marketing Efforts	Customer Support
Share of Voice	40%	26%	14%
Sentiment Score	-5 Negative	64 Very Positive	-82 Very Negative
Gender	Male 30%, Female 25%, Business 45%	Male 60%, Female 17%, Business 23%	Male 41%, Female 43%, Business 16%

FMCG

Most Popular Topics

*Based on pre-identified consumer topics of 31K social media activity, excluding brand accounts.

Topic	Products Availability	Healthy Options	Packaging	Offers & Promotions
Share of Voice	7%	6%	4%	3%
Sentiment Score	-34 Negative	27 Positive	-27 Negative	43 Positive
Gender	Male 15%, Female 7%, Business 78%	Male 35%, Female 39%, Business 26%	Male 31%, Female 15%, Business 54%	Male 29%, Female 17%, Business 54%

FMCG

Users Purchase Cycle

*This analysis is based on user mentions identified by pre-set consumer stages, excluding brand activity.

Awareness

Share of Voice 77%

Sentiment Score
71 Very Positive

Male 67%
Female 28%
Business 5%

Consideration

Share of Voice 1%

Sentiment Score
-25 Negative

Male 57%
Female 36%
Business 7%

Intention

Share of Voice 4%

Sentiment Score
45 Moderately Positive

Male 62%
Female 18%
Business 20%

FMCG

Users Purchase Cycle

*This analysis is based on user mentions identified by pre-set consumer stages, excluding brand activity.

Purchasing

Share of Voice 5%

Sentiment Score
-26 Negative

Male 58%
Female 31%
Business 11%

Customer Support

Share of Voice 11%

Sentiment Score
-83 Very Negative

Male 46%
Female 50%
Business 4%

Advocates

Share of Voice 2%

Sentiment Score
24 Positive

Male 64%
Female 29%
Business 7%

Top Tweets

01

2.19K 4.15K

02

2.07K 3.97K

03

2.16K 4K

FMCG Top Posts

Top Posts

01

290K 9.1K 7.3K

02

292K 8.9K 8.9K

03

96K 6.4K 5.3K

Top Posts

01

nadadairy

67,844 views

nadadairy ودك تفوز بآيفون ١١ مع ندى؟ 📲
اتبع خطوات بسيطة وادخل السحب:

67.8K 44.4K

02

nadecfoods

33,678 likes

nadecfoods تعرف وش كانت الشهادة العالمية اللي حصل ، عليها منتج تمري؟

33.6K 29.2K

03

nadecfoods

72,612 views

nadecfoods كيف الشوف 6/6 ؟
حاول تعرف الكلمة المختلفة 🥥🥛

✅ولا تنسون متابعة الحساب
📝ومشاركة الإجابة في هاشتاق #حلاه_أصلي

واربح معنا ايفون ١١ برو ماكس أو ساعة ابل أو ابل اير بودز
سحب الفائزين بعد غداً الخميس الساعة ٣ العصر

72.6K 27.8K

FMCG DELIVERY CHANNELS

Monitored Sample

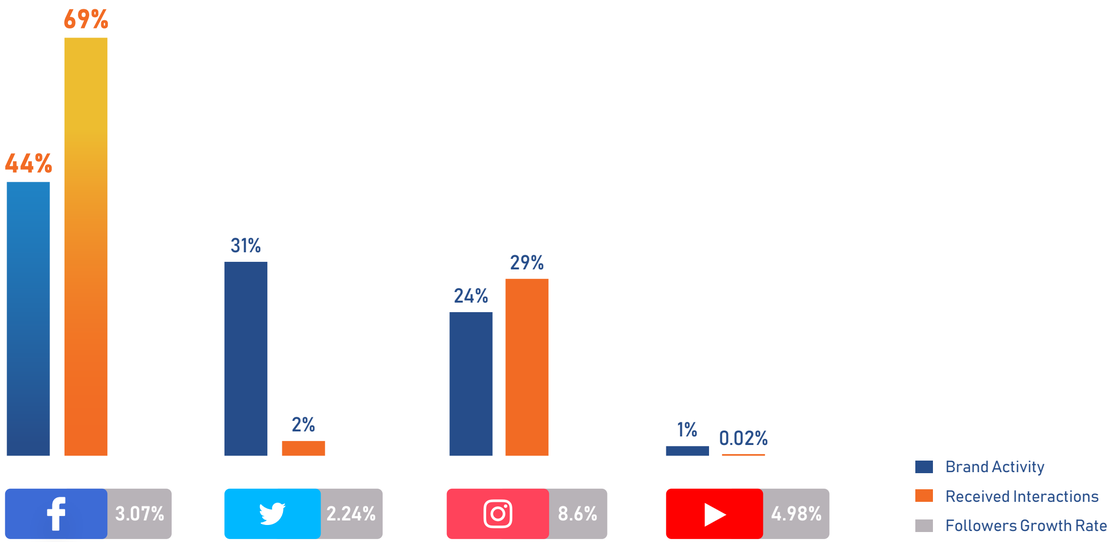
Monitored Period:
AUG - DEC 2020

Total Activities
6.6M

Monitored Sample
22 Brands +49 Social Accounts

FMCG DELIVERY CHANNELS

Platform Analysis



Gender Analysis

Male	Female	Business
22%	57%	21%

Most Active Countries

Egypt	KSA	UAE
71%	24%	5%

Sentiment Analysis

Positive 45%

Negative 55%

FMCG DELIVERY CHANNELS

Types of FMCG Channels

Topic	Chain supermarkets	Grocery Stores	E-Commerce supermarkets	Food Delivery Apps
Share of Voice	88%	5%	2%	5%
Sentiment Score	-7 Negative	-81 Very Negative	35 Positive	19 Positive
Gender	Male 39%, Female 47%, Business 14%	Male 66%, Female 23%, Business 11%	Male 33%, Female 24%, Business 43%	Male 3%, Female 91%, Business 6%

FMCG DELIVERY CHANNELS

Most Popular Topics

Topic	Pricing	Delivery	E-payment
Share of Voice	11%	3%	1%
Sentiment Score	-80 Very Negative	-48 Moderately Negative	-79 Very Negative
Gender	Male 22%, Female 11%, Business 67%	Male 15%, Female 11%, Business 74%	Male 22%, Female 6%, Business 72%

FMCG DELIVERY CHANNELS

Most Popular Topics

Topic	Boycotting	Customer Service	Offers
Share of Voice	30%	45%	10%
Sentiment Score	-94 Very Negative	-74 Very Negative	-24 Negative
Gender	Male 74%, Female 20%, Business 6%	Male 43%, Female 33%, Business 24%	Male 21%, Female 49%, Business 30%

FMCG DELIVERY CHANNELS

Users Purchase Cycle

*This analysis is based on user mentions identified by pre-set consumer stages, excluding brand activity.

Awareness

Share of Voice 30%

Sentiment Score
-3 Negative

Male 57%
Female 32%
Business 11%

Consideration

Share of Voice 32%

Sentiment Score
-40 Moderately Negative

Male 30%
Female 30%
Business 40%

Intention

Share of Voice 14%

Sentiment Score
-20Negative

Male 21%
Female 49%
Business 30%

FMCG DELIVERY CHANNELS

Users Purchase Cycle

*This analysis is based on user mentions identified by pre-set consumer stages, excluding brand activity.

Purchasing

Share of Voice 21%

Sentiment Score
-60 Moderatley Negative

Male 48%
Female 29%
Business 23%

Customer Support

Share of Voice 2%

Sentiment Score
-81 Very Negative

Male 43%
Female 29%
Business 28%

Advocates

Share of Voice 1%

Sentiment Score
8 Positive

Male 33%
Female 34%
Business 33%

FMCG DELIVERY CHANNELS Top Posts

Top Tweets

01

4.65K 4.51K

02

2.48K 4.37K

03

1.58K 2.28K

FMCG DELIVERY CHANNELS Top Posts

Top Posts

01

60K 9.6K 31K

02

39K 4.1K 11K

03

26K 2.1K 18K

Top Posts

01

23.5K 8.8K

02

1.35K 3.39K

03

12.6K 2.05K

FMCG DELIVERY CHANNELS

Top Posts

*this is based on the posts of brands' accounts with the highest views, excluding user activity

Top Videos

01

144.1K 30

02

264.4K 19

03

47.7K 16

FMCG DELIVERY CHANNELS

Top Influencers

*This is based on user accounts only, excluding brands' social accounts and businesses.

01

Abdulrahman Hussein
@aalhusain

02

Lojain Omran
@lojain_omran

What happened during COVID19?

*This is based on a total of 1.8M social media activity associated with COVID mentions which makes up 10% of FMCG and delivery channel content

Gender Analysis

Male	Female	Business
41%	35%	24%

Sentiment Analysis

Positive	Negative
37%	63%

Most Active Countries

KSA	31%
UAE	6%
Egypt	24%
Iraq	3%
Kuwait	12%

What happened during **COVID19?**

01
02
03
04

Top Tweets

01

02

What happened during **COVID19?**

Top Posts

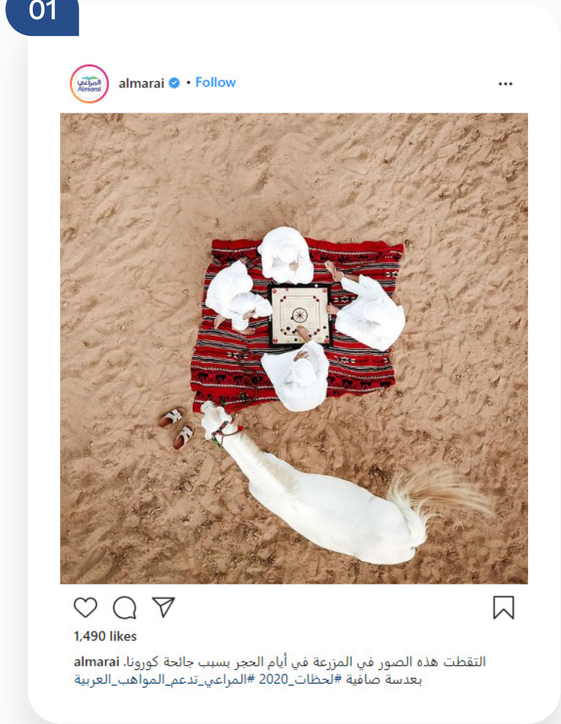
01

02

What happened during **COVID19?**

Top Posts

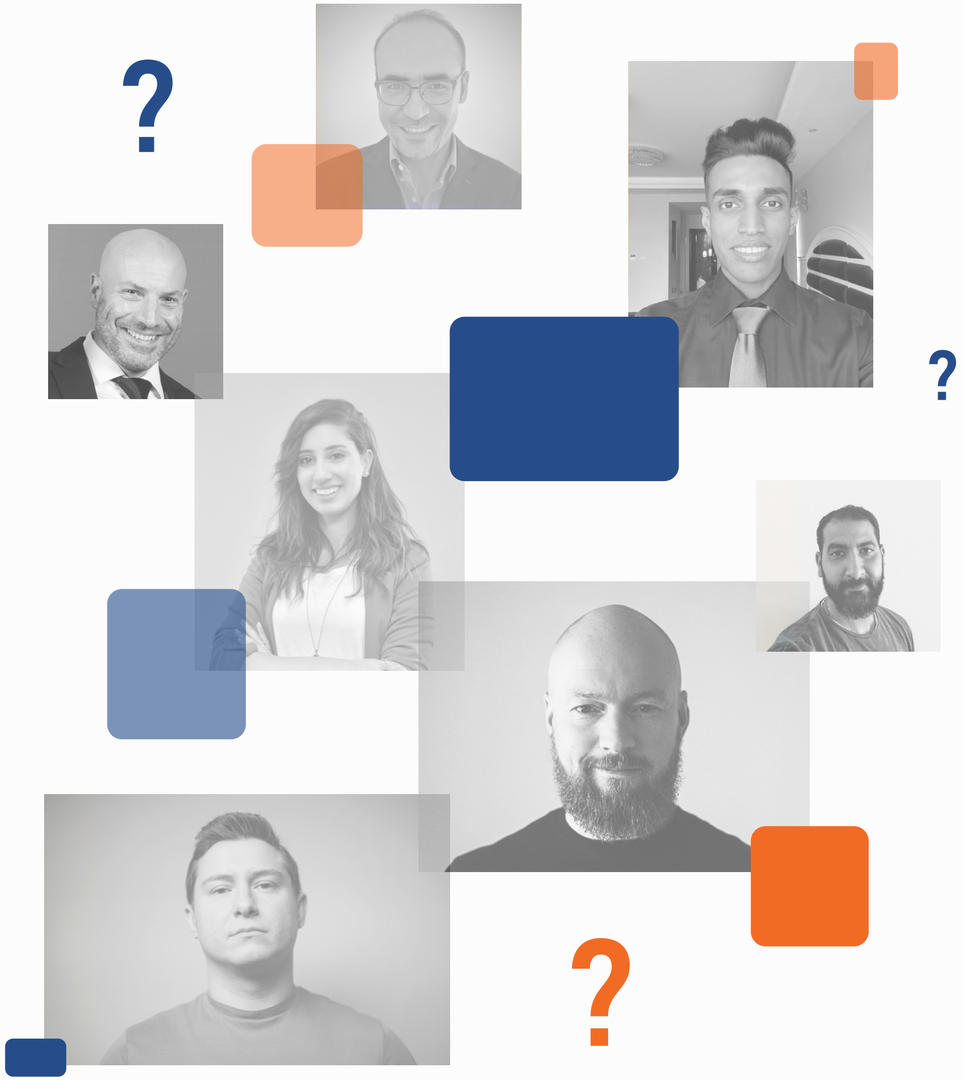
01



02

Ch 04 Ask The Experts

Find out the social media priorities for 2021 from our experts as they reflect on how 2020 was a year of digital transformation.



Jamie Wilks

Co-founder & Managing Partner
House of Comms

A lot of brands are still way behind in terms of digital transformation. Now is the time to transform. If 2020 showed us anything, it is what our future will look like in terms of digital communication. Brands will recognize that to have a strong presence, they need to be one cohesive, coordinated, and consistent entity across all their digital touchpoints.

It is not only about the familiar social media platforms; there are new platforms emerging on the rise. They represent more niche places for brands to communicate with smaller, more engaged audiences. It is about being authentic. Back ends and technology integration are now more sophisticated than ever; this puts more pressure on fields such as e-commerce to flourish.

The biggest tip to stay on top of social media is always investing in knowing your audience inside out. Once you have a full understanding of how your audience feel and think, connecting and influencing them will be much easier. Too many brands tend to make assumptions, without really listening, which means creating contact that will fail to connect with your audience.

Yasser Al Ahmar

Director, Corporate Communications & Social Responsibility
McDonald's KSA

Currently, social media has the center stage; it will definitely stay that way in 2021. The key vehicle for social media are influencers. So many things have changed in 2020 at a quick pace. Instagram launched Instagram reels; TikTok became more popular. Even apps such as What's app and ChatBots are going nowhere anytime soon.

New formats like Hi-fi videos, DIY videos, etc.. will continue to grow. Social media is also used for dining out inspirations.

Ismail Al-Kholy

Chief Marketing Officer
Integrated Diagnostics Holdings

Social media in Egypt will continue its growth trend yet in a steeper format. The COVID situation ignited the need for less interaction, a lot of people are discovering how online can be much more convenient. We are now discovering first hand how our own clients are getting more active on social media to book and receive their services at home.

COVID forced more digital interaction and less physical interaction to many segments, particularly the older and more affluent. Marketing fundamentals never change, they always are the same but I'm noticing that the separation between offline and online is getting more and more less meaningful.

With everything turning to digital from TV to news to radio soon a time will come where the word digital vs non digital will make little sense.

Bilal Hallab

Regional General Manager of UTURN
Webedia Arabia Group

webedia. عربية Engaging Arab Audiences with Passion

2020 taught us how things could change overnight; the evolution of social media is not ending anytime soon. It will blow up; platforms as we know them are continuously changing. For example, Twitter is adding new features such as the integration of audio. Instagram is focusing on reels which is a very much needed concept combining audio and visual, encouraging interaction among users. During 2020, audio content became a big part of the social media space with the rise of podcasts and apps such as clubhouse. Hence, brands need to think of relevant ways to step in.

You have to start with the audience that are going to be interested in your product or service. That comes before who is going to buy from me. In social media, content is king. Powerful content is relevant; relevant content gains more interactions which will lead to algorithms playing to your favor.

If you are going to only think about selling, then you will lose, you will always have to think of being relevant, emotional, interesting, and moving. COVID taught us the importance of agility; it made us wake up. We realized how the world can function online.

Dirk Stevens

Co-founder
TaskSpotting

Influencer marketing is set to grow in 2021; they are still a highly effective way to build awareness and drive sales. Many brands are allocating specific budgets for content marketing and influencers. User generated content is considered gold for brands because it is earned media. It is what encourages loyalty and promotes word of mouth content.

This is powerful because it has authenticity, reliability, and talkability. We have seen everyday consumers get 60% higher engagement rates and are 3X more trusted than popular influencers. A brand activation strategy can help a brand increase awareness, heighten consideration, and drive conversion using everyday consumers as their ambassadors.

Brands should consider including the distribution of promotional codes to e-commerce channels through these types of campaigns. Measuring an influencer campaign on Earned Media Value is okay, but measuring it on sales through e-commerce channels is even better.

Wedad Haitham

Deputy Manager- Digital Communications
DEWA

Due to the new normal driven by COVID19, social media has witnessed many changes. 2020 had a lot of surprises for both those who are involved in digital communication and end users. In my opinion, the major changes were obvious when it came to social commerce, where digital communication leaders learned how to reach end-users and utilize every single social media feature in every platform to promote themselves in a very creative and unique way.

Features such as Instagram live streaming, augmented and artificial reality, creating digital shops on Facebook, and high quality short videos on TikTok; all this helped social commerce improve their services and go mainstream. 2021 is an opportunity to continue to grow successful innovations in all business areas that aim to improve and measure the customer experience on social media.

Youssef Shalaby

VP-Research & Insights
Crowd Analyzer

2020 has been a massive year of change in almost every aspect of our lives. One thing we know beyond doubt, is that our future is digital. Social media platforms are now playing a much bigger role in our daily communications. A lot of brands and industries have expedited their digital transformation plans to adapt to the new normal. With so much happening online, it is now more important than ever to understand where you stand and how you can fit, adapt, and engage with the digital universe.

To succeed with social media communications, brands need to understand their digital audience. Information such as optimal times of engagement, which are the best platforms, which types of content to use, what is considered relevant content, and audience engagement level are considered key for the success of brands. Data is absolutely everywhere, and big data is massive.

There is a challenge that lies ahead which is breaking out of data silos and utilizing technologies such as AI machine learning for robust and timely insights, paving the way for data driven decisions.

Bojana Katic

Marketing Specialist, MENA
Barilla Group

In 2020, the impact of Covid19 was the biggest challenge. The social landscape has changed with the rise of TikTok during the pandemic and the challenge was for brands to find a way to enter the space while still being relevant. Generally, brands have found themselves in a position where they need to really focus on the value they can add to a customer's life, instead of just running broad campaigns. This is due to the reduced spending power globally over the past year.

Another thing is, the increase in privacy protection and concerns will impact the ability to target users on paid social. For example, iOS will not allow Facebook to track behavior across the device. There are emerging trends on the rise such as the use of videos in the style of TikTok and the increase of popularity of Instagram reels as it rolls out. The rise of photography content once more as it is showing to be as strong as videos across Instagram. The divide between Facebook and Instagram might increase further, with Instagram being a personal channel, and Facebook being more of a news and discovery channel.

Heba Saleh

Marketing Director
Crowd Analyzer

The past year has proved that digitization is an integral part of every business strategy. Many businesses would not have survived 2020 without online communication channels and social media platforms. Agility, planning, speed and keeping a close eye on emerging trends were key characteristics for overcoming challenging business times.

The key lessons learnt in 2020 are that brands should be there to address market needs, listen to their target, and show empathy through their content. Identifying the key main points for a brand's audience is usually the first step towards a valid marketing strategy. Customer support for instance was one of the most popular topics that took over social media conversations for several leading industries.

When it comes to content planning for this year, marketers should choose valuable, purposeful, and relevant content over entertainment. In 2021, deep data insights should be on every marketer's agenda. Machine learning tools and techniques are continuously improving how we gather information, helping brands choose the right channel for addressing an audience, create engaging content that drives conversion more than likes as well as accurately measure marketing ROI. It basically enables brands to predict trends before they even happen.

Tarooj Anwar

Data Analyst
Create Media

As the world migrated online in 2020, the distinction between legacy and digital media became blurrier. Online became the only way to reach large swathes of the population; this made an already saturated marketplace even more saturated. Brands are competing with others brands for social media attention. This might seem tough, but it all means there is opportunity, more interactions means more data driven thinking. No brand can leave anything to chance.

So know your audience, keeping an ear to the ground at all times. Listen to online conversations, stay up to date with trends and cultural shifts; it is important to know what your audience does hanging out online. The most successful brands are those that reached through screens and grabbed the heart of their audiences.

Khaled ElBermawy

Digital Media Reporter

2020 witnessed an increased acceptance of paid digital activities through different formats from paid content to even paid digital mobile apps! The infrastructure for the digital landscape is accelerating. The variety of different social media platforms where you can publish different types of content formats allows for more focused and tailored content. The rise of clubhouse and Tiktok along with enhancements in key social media platforms will further shape the social media scene and user behavior on such platforms in 2021, encouraging more partnerships and collaborations among different entities to widen audience reach. I'm expecting that Influencer marketing will be shaped differently in 2021 with more focus on celebrities providing creative and deep valuable content rather than direct commercial messages.

Micro influencers impact in 2021 will be more visible and demanded, because of their visibile and relaible impact. We should not forget about video content and how long-content video formats that is valuable and insightful is now being favored among different social media platforms.
In 2021, businesses should focus on targeted content based on age groups, so that the messages are tailored and more specific, based on users habits, usage and behavior. Social media users are now more aware and concerned with privacy rights and thus businesses should always respect this when dealing with their audience.

Glossary of Terms

*this is the definition of terms used in the report

Term	Definition	Term	Definition
Business Accounts	Accounts that are identified as pages, organizations, groups. Gender cannot be identified.	People Engaged	The number of unique users who posted or interacted with any monitored posts.
Brand Social Accounts	Official pages of brands in a given industry on Facebook, Twitter, Instagram, or YouTube.	Personal Accounts	Accounts identified with a female or male gender
Conversations	Post that have at least one interaction.	Query	Using keywords provided to monitor a selected topic such as hashtags, phrases, or unique words.
Engagement Rate	A metric that analyzes how engaged the audience were with a monitored topic. It is defined by a certain equation (number of conversations/total number of posts)	Share of Voice	The rate of activities each selected stream has in relevance to the other selected streams.
Interaction	Refers to a like, comment, share or retweet of posts with mentions.	Stream	A type of search that monitors a specific topic according to an activated query.
Mentions	Refers to posts that match the keywords in a query across social media platforms (Facebook, Twitter, Instagram, YouTube) or blogs, forums, and news.	Timeline Analysis	Combined analysis over a certain period of time including mentions, interactions, and engagements.

Term	Definition
Top Posts	Refers to posts with the highest level of interaction in a monitored topic
Top Brands	Most popular brands based on users activity and interactions to brands content
Topic Analysis	Most popular topics are identified based on Keywords filtering and sorted based on total mentions and interactions. Topics analysis excludes any activity made by monitored brands and focuses on users' activities
Top Influencers	Sorting top influencers based on gained interactions
User Activity	Total posts and interactions combined
Sentiment Analysis	Using an automated state of art algorithms that automatically categorize posts with relevant mentions as positive, negative, or neutral with a high level of accuracy.
Sentiment Score	A metric that excludes neutral activities to highlight the positive negative ratio. It is defined by a certain equation (Total Positive Posts- Total Negative Posts) / (Total Positive Posts + Total Negative Posts).

Sentiment Score Metric	Definition
100	All Positive
61 to 99	Extremely Positive
40 to 60	Very Positive
1 to 39	Positive
0	Neutral
-1 to -39	Negative
-40 to -60	Very Negative
-61 to -99	Extremely Negative
-100	All Negative

User Purchase Cycle

Every consumer goes through different stages in their consumer journey

Sentiment Score Metric	Definition
Awareness	User mentions of brands and advertising campaigns.
Consideration	Users seek more information about a product or service.
Intention	Users compare brands with each other
Purchasing	Users discuss already paid or intended to pay for products or services.
Customer Support	Users submit complaints and expect support from brands.
Advocacy	Users are satisfied and recommend this product or service to other users.

Methodology

Using the crowd analyzer social media analyzing tool, we collected data on the rising industries in the MENA region, covering: Telecom, On-Demand, Banking & Finance, Fintech, E-Commerce, F&B, and FMCG. There were two main approaches in the data monitoring:

1 - Social Accounts Performance: monitored social accounts of key brands within each industry across social platforms (Facebook, Twitter, Instagram, and YouTube)

2 - Public Social Mentions: public mentions of relevant keywords for each industry and monitored brand, from social platforms and online web sources (Blogs, Forums, and online news websites

Timeline Frame

1 Jan 2020 - 31 Dec 2020

Telecom
On-demand
Banking & Finance
Fintech

Bonus Industries

1 Aug 2020- 31 Dec 2020

F&B
FMCG

About
Crowd Analyzer

Monitor . Analyze . Activate

Since 2016 Crowd Analyzer has been the 1st Arabic focused social media listening tool, that helps companies in the region harness the power of social media by delivering actionable intelligence results.

Crowd Analyzer is a full-service data intelligence technology provider, offering the most advanced, accurate, bilingual, relevant and reliable social media data insights.

The platform helps businesses enhance their marketing and social strategies, ranging from brand reputation, to creating user generated content to crisis management. Our solid understanding of the industry and the technology behind it enables us to help brands monitor, analyze and activate audiences.

Customers hire us because we combine talented people with the right experience and exceptional depth, with advanced technologies to create a personalized experience that exceeds expectations.

Thankyou

www.crowdanalyzer.com