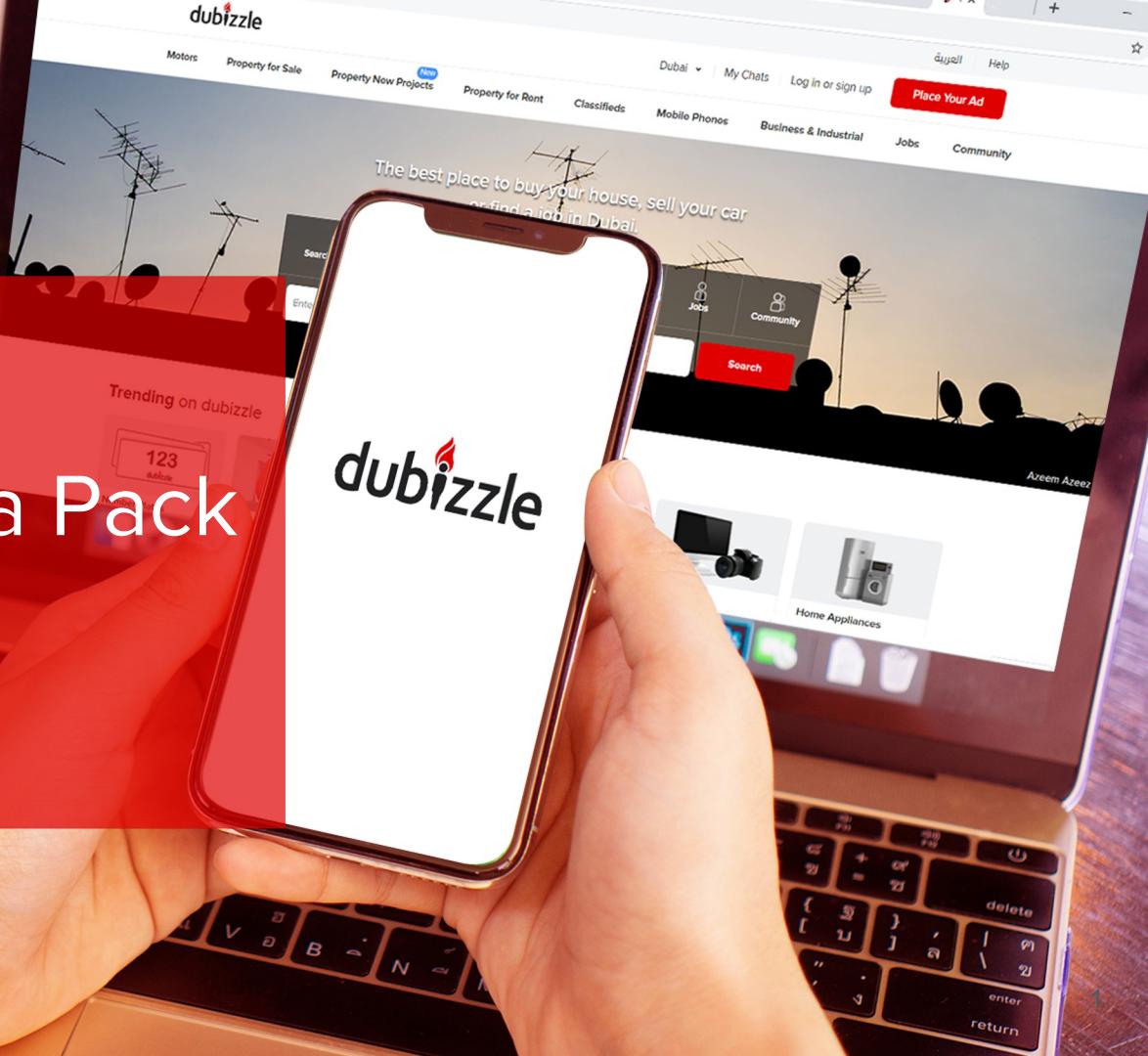




# Advertising Media Pack



# Why dubizzle advertising?

1 in 3 people use dubizzle every month

Traffic



**4.0M**

Unique users

Engagement



**22M**

Visits

Transaction



**818k**

Total listings



**204M**

Page views



**10 Mins**

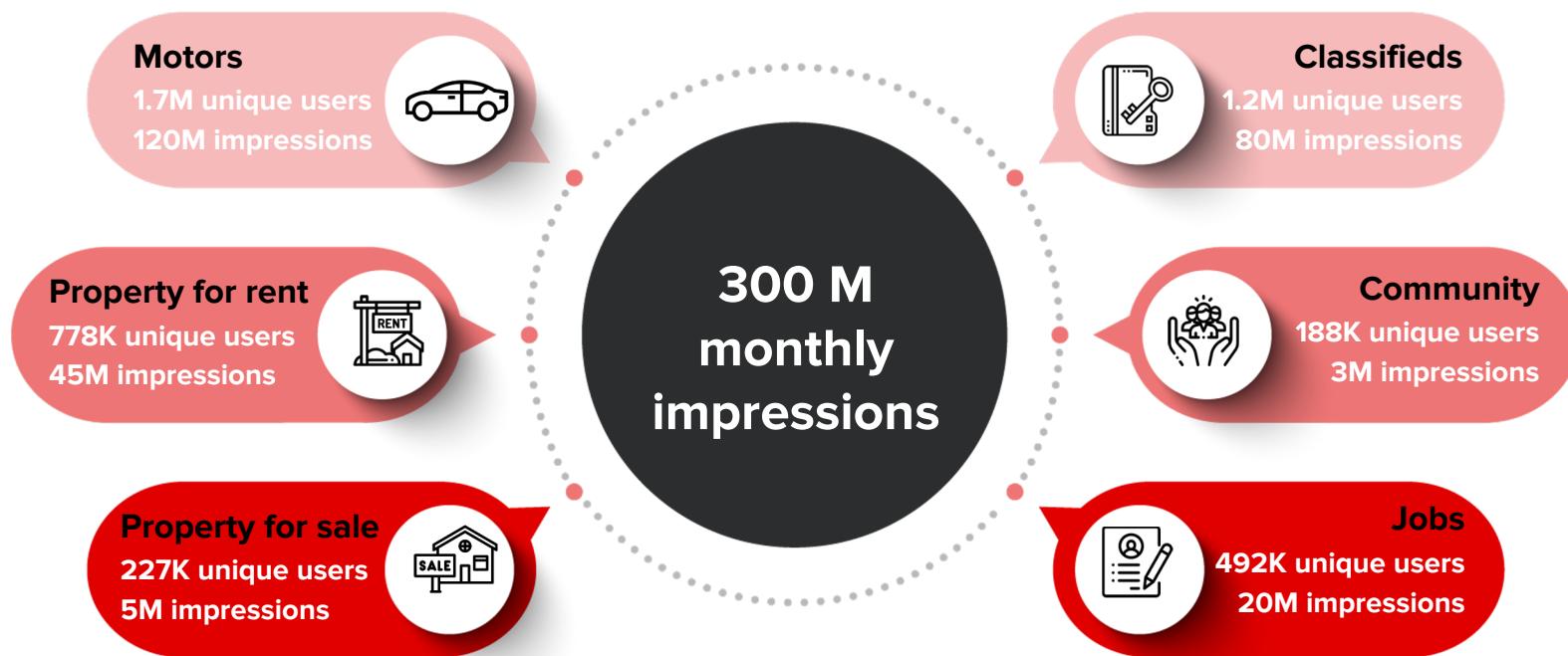
Time spent per visit



**3.1M**

Unique replies

# dubizzle is the leader across categories



Source: DFP monthly average, dubizzle data monthly average

# 73% of dubizzle active users are on mobile

**1.1M**  
UU's on **Desktop**

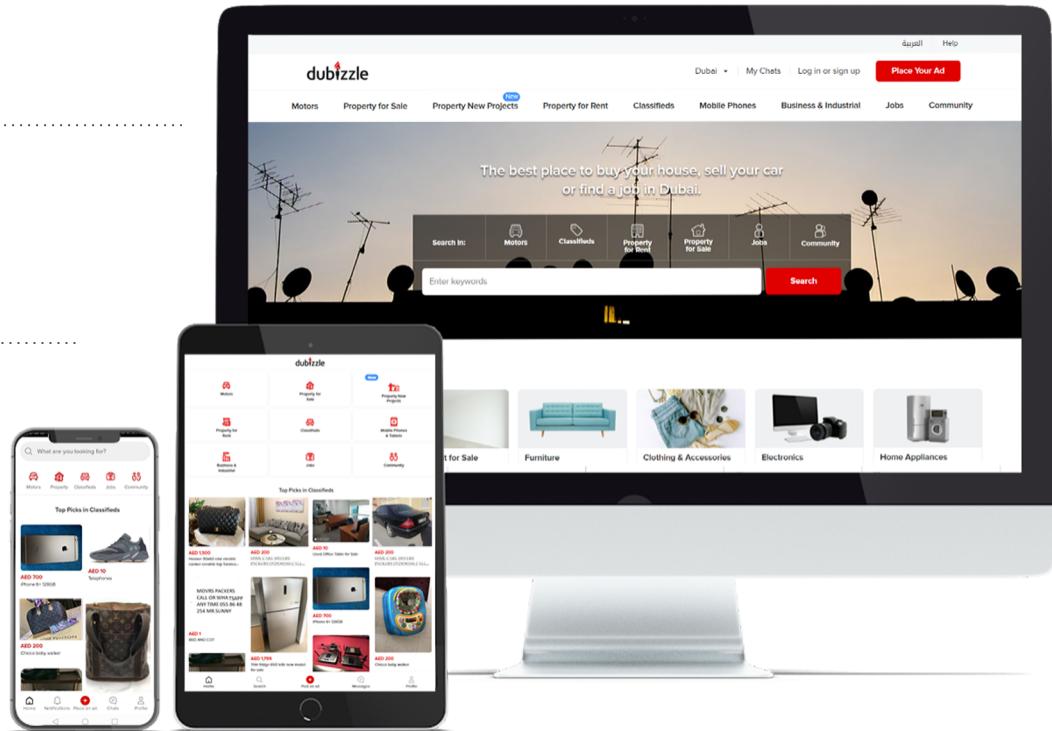
**33M**  
PV's on **Desktop**

**1.1M**  
UU's on **App**

**128M**  
PV's on **App**

**1.8M**  
UU's on **Mweb**

**41M**  
PV's on **Mweb**



Source: dubizzle data monthly average

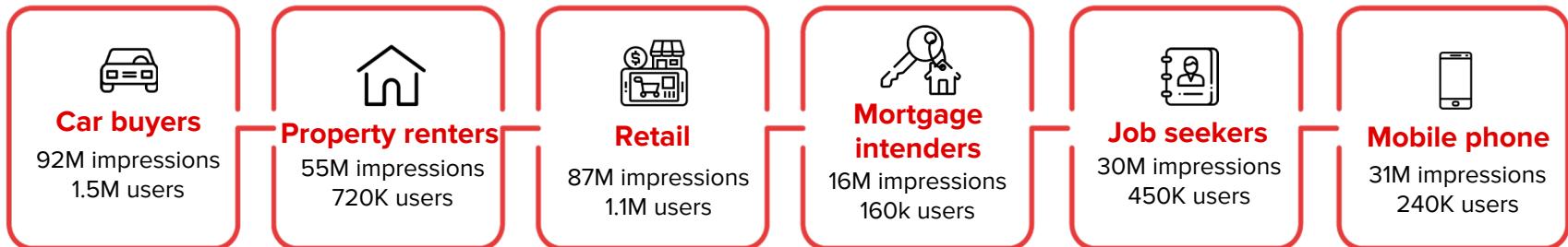
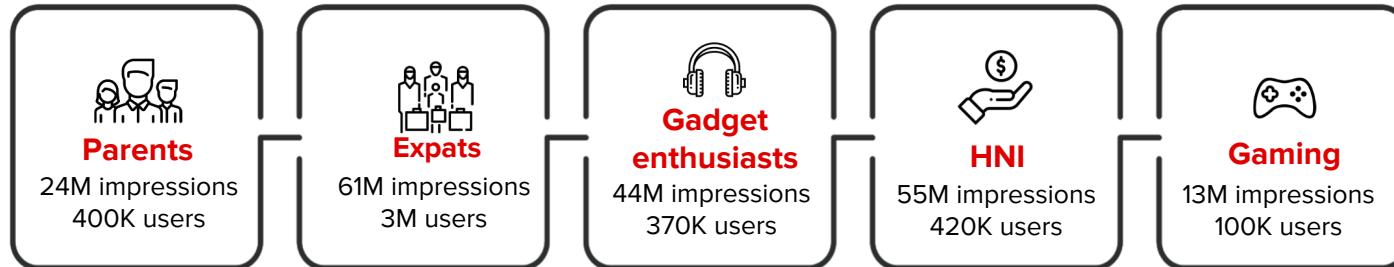
# dubizzle audience is primarily between 25-34, 76% are male

47% of dubizzle audience is between 25-34, 28% is between 34 - 44, 17% are above 44 and 8% are under 24



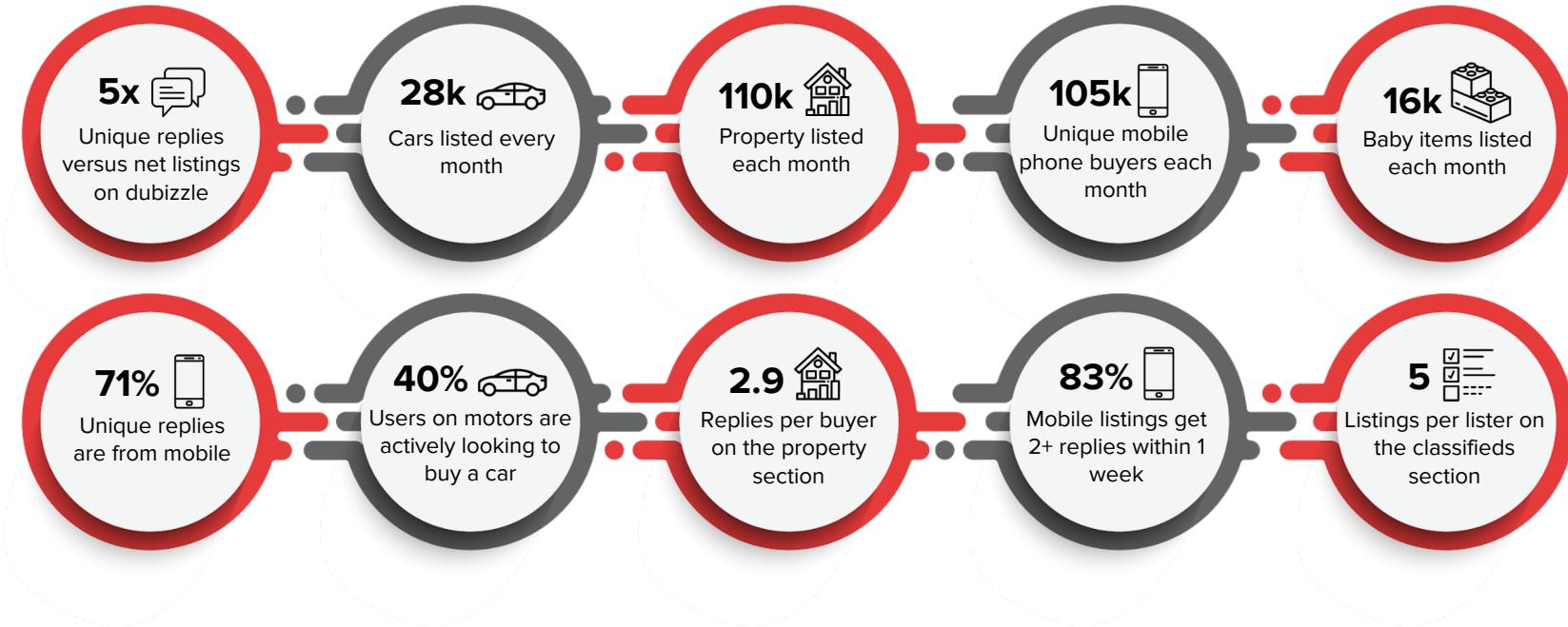
Source: Google Analytics, Firebase. These numbers are only indicative as they have been extrapolated on a sample data set

# dubizzle audience has high relevancy and intention to buy



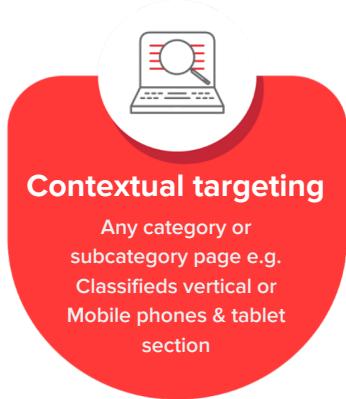
Source: DFP Audience. Numbers are indicative only

# Insights generated on our platform sets us apart



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

# Our first party data provides for our targeting capabilities



## Custom Audience

Bespoke targeting with custom built audience segment available on request

# Why advertise with dubizzle?



Reach 4M. Users with the largest marketplace in UAE



Audience with an intent to transact



Demand supply gap - 5x more replies vs. listings



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



Unique & diverse audience with an intention to buy



Brand awareness to new movers to UAE



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

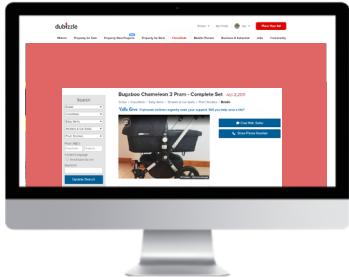


Brand safe - AI driven fraud detection

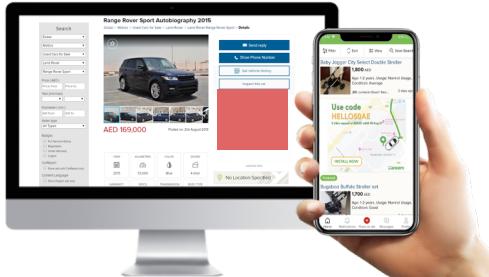
A blurred background image showing a person's hands. One hand is holding a smartphone, and the other hand is resting on a laptop keyboard. The entire image has a red overlay.

# Ad offering on dubizzle

# Reach customers across the marketing funnel



Awareness



Consideration



Action

Products

Takeover, Roadblock,  
Video

Buy type

CPD

Display banners, Native banners, Video

CPM

EDMs,  
Text Links

CPC

# RATES

USD 25 – CPM – Across all ad units

# dubizzle partner program for key clients and agencies

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



**Market & competitor insights**



**Unlock premium audience segment**



**Exclusive Rates**



**Ownership of your brand**



# CONTACT US

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