



Advertising Media Pack



Why dubizzle advertising?

1 in 3 people use dubizzle every month



4.0M

Unique users



22M

Visits



818k

Total listings



204M

Page views



10 Mins

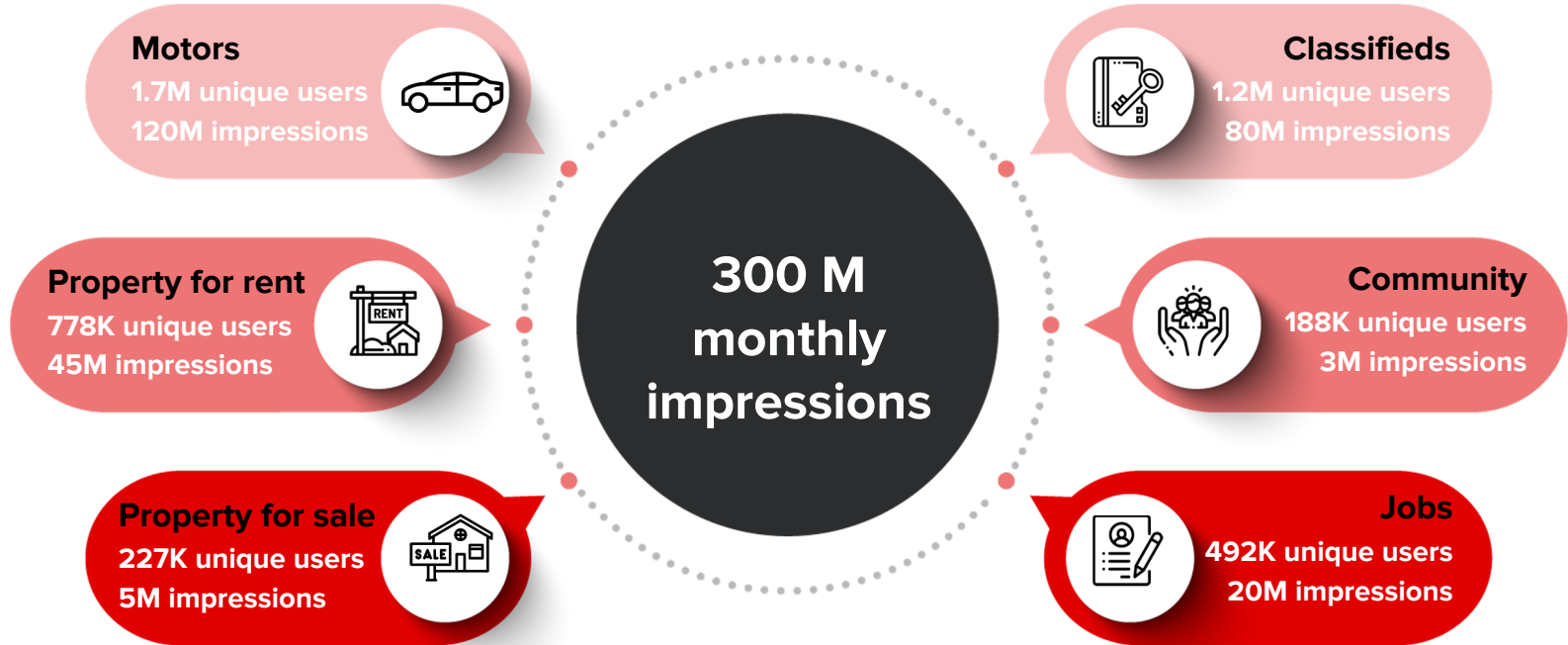
Time spent per visit



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

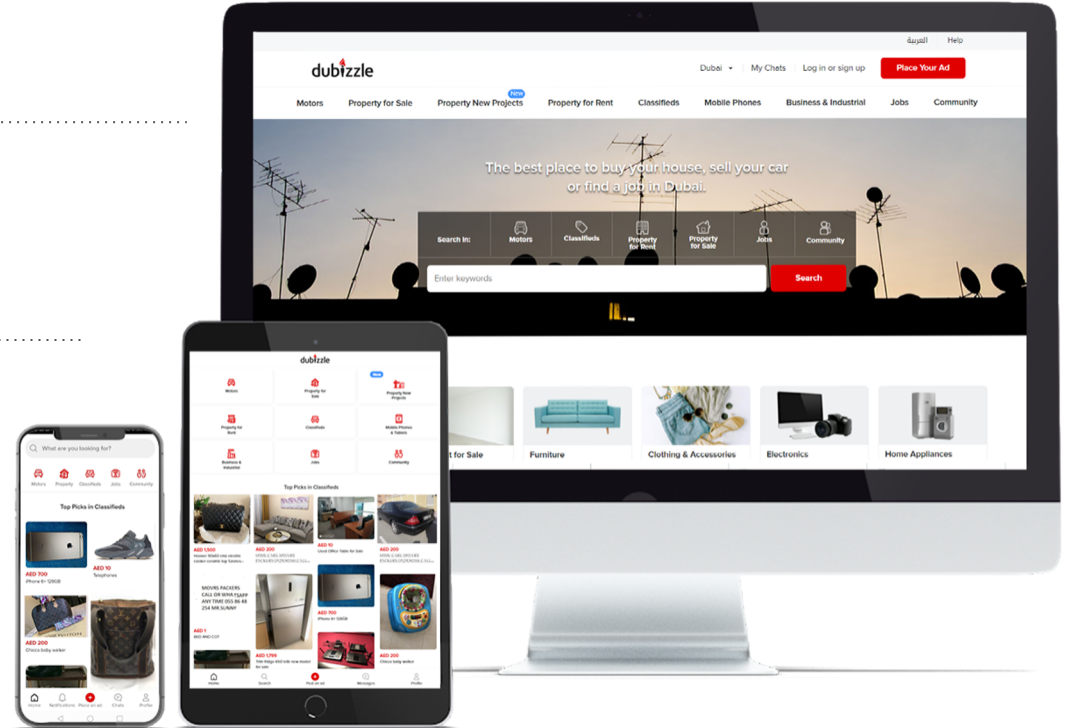
PV's on **App**

1.8M

UU's on **Mweb**

41M

PV's on **Mweb**



Source: dubizzle data monthly average

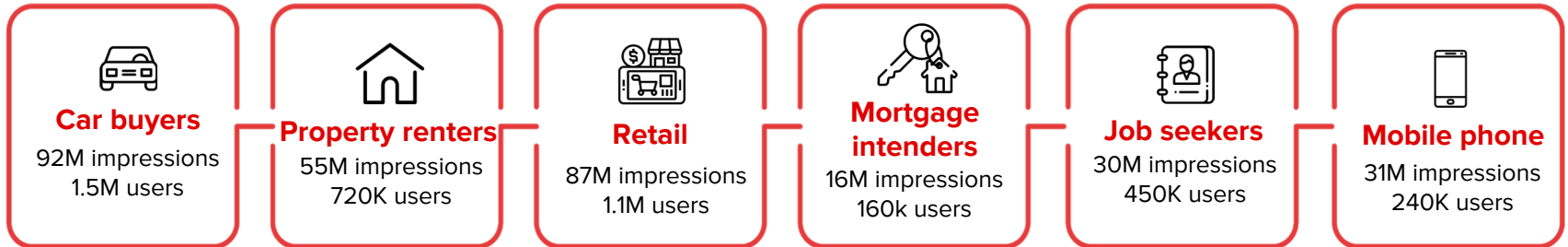
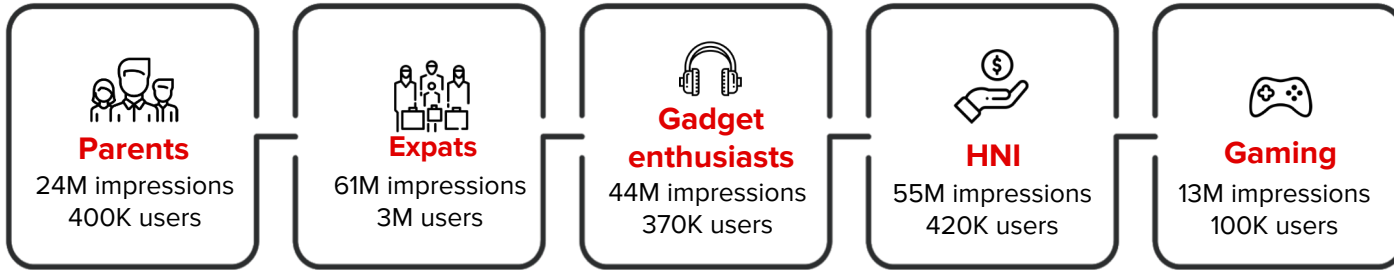
dubizzle audience is primarily between 25-34, 76% are male

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



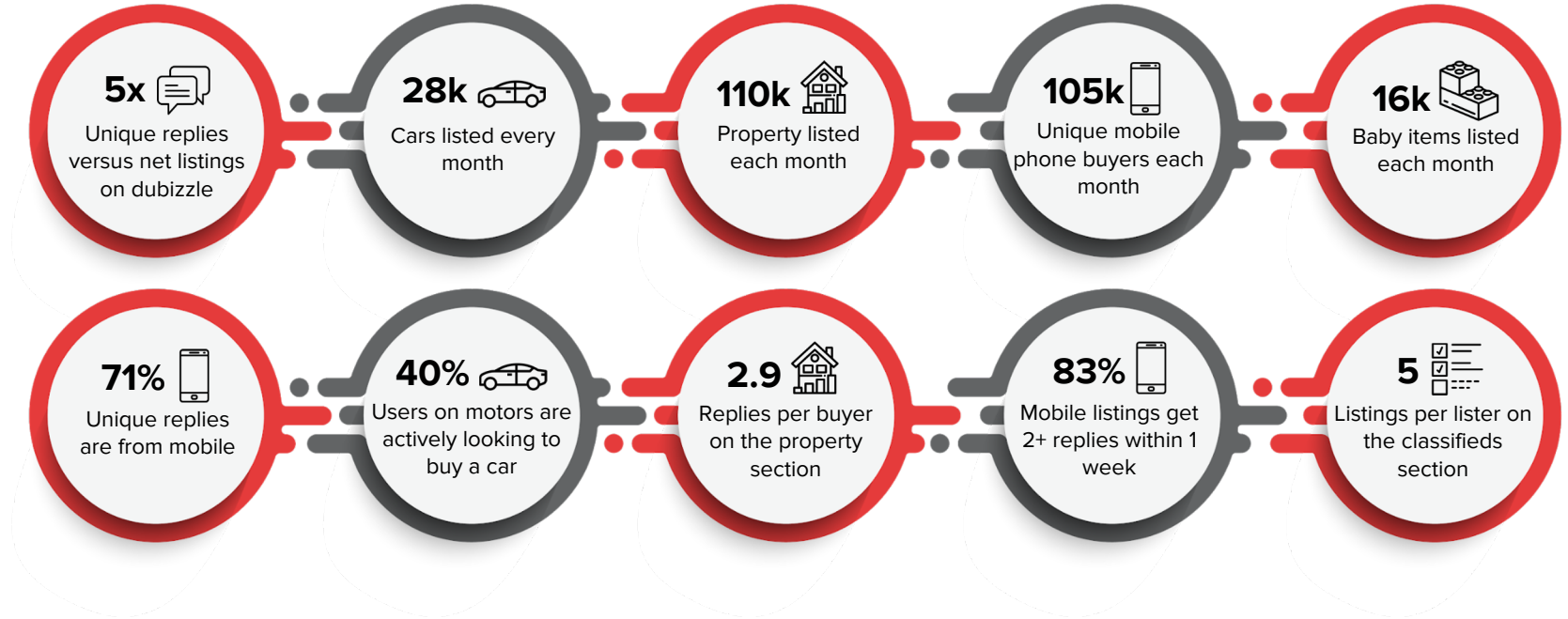
Source: Google Analytics, Firebase. These numbers are only indicative as they have been extrapolated on a sample data set

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



Contextual targeting

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



Audience targeting

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

Geo



Price



Keywords



Device



Brand



Language



Seller Type



Car Make



Neighborhood



Property Type



Custom Audience

Bespoke targeting with custom built audience segment available on request

Why advertise with dubizzle?



Reach 4M. Users with the largest marketplace in UAE



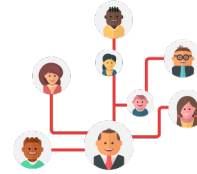
Audience with an intent to transact



Demand supply gap - 5x more replies vs. listings



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



Unique & diverse audience with an intention to buy



Brand awareness to new movers to UAE



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

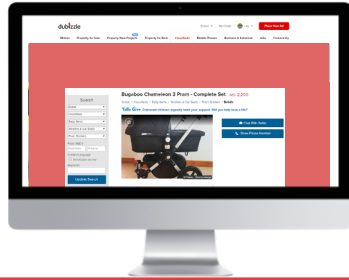


Brand safe - AI driven fraud detection

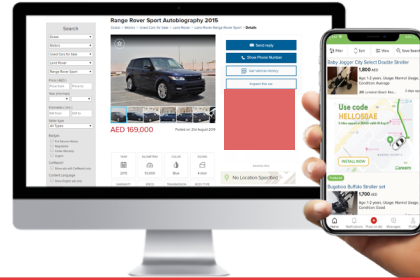
A photograph of a person's hands holding a smartphone, with a laptop keyboard visible in the background. The entire image is overlaid with a semi-transparent red filter. The text "Ad offering on dubizzle" is centered in white.

Ad offering on dubizzle

Reach customers across the marketing funnel



Awareness



Consideration



Action

Products

Takeover, Roadblock,
Video

Display banners, Native banners, Video

EDMs,
Text Links

Buy type

CPD

CPM

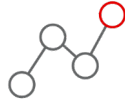
CPC

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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