The essential guide to Performance Marketing in the Middle East & Africa
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Executive summary

The highest growth in internet users worldwide

With a population of 1.5bn, MEA is the second largest global region, behind Asia-Pacific (4.2bn). MEA has the lowest number of internet users (600m) compared to Asia-Pacific, the Americas and Europe, but a 40% internet penetration rate suggests that there is significant growth potential. This is supported by the fact that MEA has the highest growth in internet users worldwide.

Mobile has surpassed Asia-Pacific

Asia-Pacific is often described as being the world’s only ‘mobile first and mobile only’ region, however, MEA has now surpassed Asia-Pacific in terms of mobile’s share of traffic, with six of the top ten countries worldwide with the largest share of mobile traffic now coming from the MEA region.

Mobile is the enabler for seismic growth in commerce

Despite already having 1.5bn mobile connections (second behind Asia-Pacific), mobile adoption continues to grow rapidly. This is being driven by the expansion of 3G and 4G networks and increased availability of low-cost smartphones.

The fastest growing ecommerce markets in the world

The ecommerce market in the Middle East is forecasted to be worth $69bn by 2020 and is growing at an unprecedented rate. The African ecommerce market is forecast to be worth $75bn by 2025, with the growth in domestic ecommerce and emerging middle class paving the way for international retailers.

Africa - emerging mcommerce market with challenges

A lot of Africans are unbanked and Africans are apprehensive to purchase online due to fraud and delivery difficulties. But many large ecommerce players are overcoming these barriers with their own mobile wallets and logistics networks. Local partnerships are key for international brands wanting to sell cross-border.

The key markets to focus on

The Middle East, Nigeria, South Africa, Kenya and Northern Africa are the key priority markets to focus on in terms of having the highest number of internet users, GDP per capita and most developed ecommerce markets.
The essential guide to performance marketing in the Middle East & Africa

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MEA - introduction

Key market intelligence you need to know for each of the main regions across the Middle East and Africa.

Main data sources used:

- Worldometers
- Wikipedia
- internetworldstats.com
- Wearesocial: global digital overview 2018
The Middle East

The Middle East has the highest levels of GDP per capita and the most internet users compared to all other regions in MEA. The Middle East is also the most financially included region within MEA in terms of penetration of bank accounts and credit cards and willingness to make online purchases.

Population: 274.3 million

GDP per capita (average): $34,938

Internet users: 164m

- Median age: 26.8 years
- 69.5% urban
- Turkey (81.9m)
- Iraq (39.3m)
- Saudi Arabia (33.6m)
- Main languages: Arabic & Turkish

GDP per capita range: $2k - $128k

Top countries:
- Qatar ($127,700)
- Kuwait ($71,900)
- UAE ($67,900)
- Saudi Arabia ($20,760)
- Turkey ($10,540)

- Internet users: 164m (65%)
- Social media penetration 55%
- Most popular messaging app: WhatsApp
- Mobile social media penetration 46%
- Mobile penetration 108%
- Mobile internet penetration 63%
Northern Africa

Whilst Northern Africa is ranked #5 for total population and #4 for number of internet users within the MEA region, it is one of the more affluent regions and more financially included in terms of bank account and credit card penetration.

<table>
<thead>
<tr>
<th>Population</th>
<th>GDP per capita (average)</th>
<th>Internet users</th>
</tr>
</thead>
<tbody>
<tr>
<td>140.2 million</td>
<td>$10,024</td>
<td>65m</td>
</tr>
</tbody>
</table>

- Median age: 25.2 years
- 50.1% urban
- Algeria (42m)
- Morocco (36.2m)
- Tunisia (11.7m)
- Main languages: Arabic & Berber

GDP per capita range: $5k - $15k

Top 3 countries:
- Algeria ($15,150)
- Tunisia ($11,197)
- Morocco ($8,612)

- Internet users: 65m (49%)
- Social media penetration 38%
- Most popular messaging app: Facebook Messenger
- Mobile social media penetration 35%
- Mobile penetration 106%
- Mobile internet penetration 59%
Western Africa is second to only the Middle East in terms of size of internet population and also contains the second largest population across the entire MEA region. Western Africa is dominated by Nigeria, which contains 65% of the internet population and almost half of the total population.

<table>
<thead>
<tr>
<th>Population</th>
<th>GDP per capita (average)</th>
<th>Internet users</th>
</tr>
</thead>
<tbody>
<tr>
<td>386.3 million</td>
<td>$3,148</td>
<td>151m</td>
</tr>
</tbody>
</table>

- Median age: 18.0 years
- 46.7% urban
- Nigeria (195.9m)
- Ghana (29.5m)
- Côte d’Ivoire (24.9m)
- Main languages: English & French

GDP per capita range: $1k - $8k

Top 3 countries:
- Nigeria ($5,927)
- Ghana ($4,605)
- Côte d’Ivoire ($3,857)

- Internet users: 151m (39%)
- Social media penetration 11%
- Most popular messaging app: WhatsApp
- Mobile social media penetration 10%
- Mobile penetration 89%
- Mobile internet penetration 33%
Eastern Africa is the largest region in terms of population, containing over one-third of Africa's population. Whilst Eastern Africa has the third largest internet population it has some of the lowest levels of GDP per capita in MEA. Kenya is the key country for ecommerce as it has higher levels of financial inclusion in terms of credit card and bank account penetration, mobile payments and willingness to make purchases online.

<table>
<thead>
<tr>
<th>Population</th>
<th>GDP per capita (average)</th>
<th>Internet users</th>
</tr>
</thead>
<tbody>
<tr>
<td>438.7 million</td>
<td>$4,870</td>
<td>134m</td>
</tr>
</tbody>
</table>

- Median age: 18.1 years
- 26.6% urban
- Ethiopia (107.5m)
- Tanzania (59.1m)
- Kenya (51m)
- Main languages: Amharic, English and Swahili

GDP per capita range: $1k - $29k
Average GDP per capita (excluding Seychelles & Mauritius): $2,164
Top 3 countries (other):
  - Kenya ($3,496)
  - Tanzania ($3,283)
  - Ethiopia ($2,113)

- Internet users: 134m (27%)
- Social media penetration 7%
- Most popular messaging app: Telegram
- Mobile social media penetration 6%
- Mobile penetration 61%
- Mobile internet penetration 22%
## Middle Africa

Middle Africa has the lowest population of internet users in the entire MEA region, combined with low levels of financial inclusion, making this region a low priority in terms of ecommerce.

<table>
<thead>
<tr>
<th>Population</th>
<th>GDP per capita (average)</th>
<th>Internet users</th>
</tr>
</thead>
<tbody>
<tr>
<td>170.6 million</td>
<td>$8,680</td>
<td>20m</td>
</tr>
</tbody>
</table>

- Median age: 17.1 years
- 41.9% urban
- Dem. Rep. of the Congo (84.0m)
- Angola (30.8m)
- Cameroon (24.7m)
- Main languages: French & Portuguese

GDP per capita range: $1k - $35k

Top countries:
- Equatorial Guinea ($34,865)
- Gabon ($19,266)
- Angola ($6,813)
- Cameroon ($3,359)

- Internet users: 20m (12%)
- Social media penetration 6%
- Most popular messaging app: WhatsApp
- Mobile social media penetration 5%
- Mobile penetration 58%
- Mobile internet penetration 12%

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South Africa

South Africa is the main country, with 86% of the population and 91% of the internet users in the region. This is the most wealthiest and most urbanised region in Africa, combined with having some of the highest levels of financial inclusion in the MEA region.

<table>
<thead>
<tr>
<th>Population</th>
<th>GDP per capita (average)</th>
<th>Internet users</th>
</tr>
</thead>
<tbody>
<tr>
<td>66.3 million</td>
<td>$11,366</td>
<td>34m</td>
</tr>
</tbody>
</table>

- Median age: 25.7 years
- 59.9% urban
- South Africa (57.4m)
- Main languages: English and Afrikaans

- GDP per capita range: $4k - $18k
- Top countries:
  - Botswana ($18,146)
  - South Africa ($13,403)
  - Namibia ($11,528)

- Internet users: 34m (51%)
- Social media penetration 31%
- Most popular messaging app: WhatsApp
- Mobile social media penetration 27%
- Mobile penetration 147%
- Mobile internet penetration 83%
MEA has the highest growth in internet users world-wide. Egypt, Kenya and Saudi Arabia are the top 3 countries globally for annual growth rates of internet users.
MEA has the second largest mobile connections globally. Africa has the lowest mobile and social media penetration rates worldwide, which equals growth potential.
MEA – key priorities

The Middle East is a top priority given it has the highest total number of internet users, combined with the highest GDP per capita in the region.

Nigeria, South Africa and Kenya are priorities given the size of their respective ecommerce markets.

Northern Africa should also be a priority given it’s higher GDP per capita, rates of urbanisation and internet penetration.

Source: WeAreSocial – Digital in 2018 Global Overview
2. MEA - Ecommerce
Middle East

- Excluding Egypt, most consumers in the Middle East have bank accounts, combined with increasing credit card growth and willingness to make purchases online.
- Most consumers in the Middle East are financially included, have access to 3G or 4G services.
- The foundations are in place for exponential growth in mobile commerce.

Source: WeAreSocial - Digital in 2018
Middle East

- Consumers in the Middle East are actively searching for products online and visiting online retailers.
- The UAE leads the way in terms of active ecommerce users, closely followed by Saudi Arabia and Turkey.

Source: WeAreSocial - Digital in 2018
Middle East

- The most popular products being purchased online in the Middle East are Fashion & Beauty, Electronics, Furniture & Appliances and Travel.
- Year-on-year ecommerce growth in the Middle East is around 30%. This means that there are numerous markets to develop, and countries such as the UAE, Saudi Arabia and Egypt might become part of the fastest growing ecommerce markets globally in the next few years.

Source: WeAreSocial - Digital in 2018
Northern Africa

- Northern Africans love to shop, as you can see from the number of souqs (or markets). Experts predict that ecommerce will become more important across both developed and less-developed parts, as people are eager to find lower prices and more purchasing convenience.
- Categories like consumer electronics, fashion & lifestyle are bringing more new customers into online shopping than any other categories.
- Mobile is an “enabler” for commerce in Northern Africa given increasing penetration rates, but it is still early days in terms of people making payments via their phones.

Source: WeAreSocial - Digital in 2018
Western Africa

- Mobile is the primary device Western African consumers are using to access the internet.
- The biggest opportunities for m-commerce are Nigeria, Mali, Ghana and Côte d'Ivoire. Consumers in these countries are more likely to have a bank account and use mobile payments.
- The most popular internet activities are using search engines (Google & Yahoo), Social Media (WhatsApp, Facebook, Twitter & Instagram) and watching videos (YouTube).
- Advertising awareness in these countries is primarily driven by TV in terms of being the medium that introduces consumers to a product or service that they subsequently purchased. Online is usually in second place, followed by instore, press and then radio.

Source: WeAreSocial - Digital in 2018
Eastern Africa

- Kenya is the key Eastern African market for ecommerce, with the highest number of internet users, and highest penetration of bank account ownership and usage of mobile payments.
- Advertising awareness in Kenya is primarily driven by TV in terms of being the medium that introduces consumers to a product or service that they subsequently purchased. Online is in fifth place, after Press, In-store and Poster.
- Outside of the countries featured, other Eastern African countries are either too under developed or too small in size.
Middle Africa

- Middle Africa is less well developed in terms of the size of the ecommerce market and underlying infrastructure to enable online purchases at scale.

- Gabon is the most affluent in terms of GDP per capita, and the most developed in terms of ability for online purchases. However, this market is very small.

Source: WeAreSocial - Digital in 2018
Southern Africa

- Despite being the smallest region in terms of population, Southern Africa is the most developed ecommerce market in Africa.

- 18.4 million South Africans are purchasing consumer goods via ecommerce, which is more than one-third of the total population.

Source: WeAreSocial - Digital in 2018
Southern Africa

- South Africa is the key market for ecommerce and the value of the consumer goods ecommerce market in South Africa is estimated at $2.7 billion (total annual sales revenue).

South Africa: ecommerce activities (past 30 days, Jan-18)

- Searched for a product to buy: 47%
- Purchased a product online: 29%
- Made an online purchase: 18%

South Africa: ecommerce 2017 annual sales revenue (millions)

- Travel: $987
- Electronics and Physical Media: $964
- Furniture & Appliances: $554
- Toys, DIY & Hobbies: $484
- Fashion & Beauty: $469
- Food & Personal Care: $228

Source: WeAreSocial - Digital in 2018
Key take out’s

- Across the MEA region there are numerous markets to develop, with some countries forecasted to become part of the fastest growing ecommerce markets globally in the next few years.
- The Middle East, Western Africa and Eastern Africa have the highest total number of internet users and mobile internet users.
- The Middle East, South Africa and Northern Africa have the highest penetrations of bank accounts and credit cards, which are key for the development of ecommerce.
- The Middle East and South Africa are the regions transacting the most online.

Source: WeAreSocial - Digital in 2018 Global Overview
3. MEA - Mobile
Mobile – Middle East

- Mobile is the primary device being used in most instances across the Middle East.
- Notable exceptions are Egypt and Israel, where desktop still commands the highest share of traffic.
- In most Middle East countries, most mobile connections are pre-paid, with most connections using mobile broadband (3G or 4G).
- Whilst messaging, video and games are the primary mobile activities, usage of mobile banking is growing exponentially.

Source: WeAreSocial - Digital in 2018
Mobile – Northern Africa

• Whilst desktop still commands the highest share of web traffic, mobile’s share is increasing rapidly year-on-year.
• On average >90% of mobile connections are pre-paid.
• On average >50% of mobile connections are on broadband (3G or 4G).
• On average >50% of people are using smartphones.

Share of web traffic by device

Source: WeAreSocial - Digital in 2018
Mobile – Western Africa

- Most consumers use pre-paid mobile connections e.g. >90%.
- Mobile adoption has grown rapidly in West Africa in recent years, helped by the transition to mobile broadband, driven by the expansion of 3G and 4G networks.
- Smartphone adoption is being driven increased availability of low-cost smartphones - Google Android One, as well as Asia-based vendors, such as Gionee and Tecno.
- Mobile financial services, particularly mobile money, continue to grow rapidly across West Africa.
- The mobile money landscape has evolved beyond peer-to-peer transfers, to international remittances, with mobile money becoming a key component of mobile-based business models.

Source: WeAreSocial - Digital in 2018
Mobile – Eastern Africa

- In Ethiopia 97% of mobile connections are on pre-paid, with 42% of mobile connections on broadband (3G or 4G).
- Kenya is similar, with 96% on prepaid and 29% accessing mobile broadband.
- In Kenya 59% of people access the internet most often from a smartphone.
- In Kenya, the most common activities on smartphones is to use search engines (37%), to visit a social network (45%) and to watch videos (27%). Looking for product information is relatively low at 9%.

Source: WeAreSocial - Digital in 2018
Mobile – Middle Africa

- In most Eastern African countries, more than 90% of mobile connections are on pre-paid. However, very few mobile connections are on broadband (3G or 4G) e.g. <20% on average.
- In Equatorial Guinea less than 1% of mobile connections are on broadband (3G or 4G); which may be the reason why desktop’s share of web traffic is increasing +166% year-on-year.
- The lack of broadband connectivity is a barrier to the growth of mobile commerce.

Source: WeAreSocial - Digital in 2018
Mobile – Southern Africa

- In most Southern African countries, more than 90% of mobile connections are on pre-paid, with more than 50% on average on broadband (3G or 4G).
- In South Africa, the most common activities on smartphones is to visit a social network (30%), use a search engine (17%) and to watch videos (7%). Looking for product information is relatively low at 4%.

Source: WeAreSocial - Digital in 2018
Mobile – key takeout’s

MEA surpasses Asia-Pacific

Asia-Pacific is often described as being the world’s only ‘mobile first and mobile only’ region. MEA has now surpassed Asia-Pacific in terms of mobile’s share of traffic, with six of the top ten countries worldwide with the largest share of mobile traffic now coming from the MEA region.

Mobile adoption is growing rapidly, driven by the expansion of 3G and 4G networks and increased availability of low-cost smartphones.

Mobile is an enabler for seismic growth in commerce across the MEA region.

Mobile’s share of web traffic

Source: WeAreSocial - Digital in 2018, Global overview
4. The ecommerce landscape
The ecommerce landscape

Middle East: the ecommerce market is growing at an unprecedented rate and is one of the fastest growing in the world.

- MEA has a combined population of 1.5 billion, second only to Asia-Pacific.
- MEA has 600m internet users and a 40% internet penetration overall, combined with some of the highest annual internet user growth globally.
- Mobile is a key enabler to ecommerce, with technology enabling people to shop online – mobile payments, expansion of 3G and 4G networks and availability of low-cost smartphones.
- Ecommerce is on the rise as people become more familiar with online purchasing and eager to find lower prices and more purchasing convenience.

- Year-to-year ecommerce growth in the Middle East has reached 30% and countries like the UAE, Saudi Arabia and Egypt are forecasted to become part of the fastest growing ecommerce markets in the world in the next few years.
- In the UAE and Saudi Arabia, two of the most economically developed countries, smartphone penetration is around 70% and half of consumers are likely to shop online via their mobiles.
- Whilst this penetration hasn’t reach all MEA ecommerce markets, the climate is perfect for thee developments. Perhaps one of the reasons why Egypt is now one of Uber’s most important markets.

Source: Ecommerce Nation – opportunities in the MENA ecommerce market
The ecommerce landscape

Middle East: most countries have a majority of Muslim population, which implies certain cultural peculiarities.

Ramadan calendar effects on ecommerce
- Ramadan is the ninth month of the Islamic calendar and the start of Ramadan varies from country to country by about a day.
- Research from Souq.com revealed that consumers are more likely to spend time shopping online since working hours are reduced to fit with the religious schedule, which also affects time of day ecommerce.
- The seasonal demand for ecommerce is also very high. People look for presents for family and friends on the last day of Ramadan and food demand also increases.
- Ramadan can be a good period for seasonal sales to capitalise on this increased activity.

The last mile delivery gender dilemma
- The use of cash-on-delivery remains important, but this is complicated in countries where cultural regulation based on gender exists. In Saudi Arabia for example, interaction between unrelated men and women is prohibited, meaning women aren’t able to open the door for the delivery man meaning the transaction won’t be completed. Some companies are finding ways around this by employing delivery women.
- It’s therefore crucial to understand the culture of the markets you operate in and partner with companies who have local expertise.

Source: Ecommerce Nation – opportunities in the MENA ecommerce market
The ecommerce landscape

Africa: the growth of domestic eCommerce and the emerging middle class is paving the way for international retailers.

Barriers to growth

- Barriers to growth in cross border eCommerce are poor infrastructure, underdeveloped logistics and difficulties surrounding international bank transactions.
- Most African countries don’t have formal addresses which can result in difficulty locating customers.
- Low credit card penetration in a number of regions, and consumer concerns over fraud, mean that cash-on-delivery is preferred in most countries.

The Middle East road map

- Many of the challenges that International retailers face in Africa, are similar to those which have already been overcome in many Middle Eastern markets.
- Low credit card penetration and the preference of cash on delivery, have been successfully navigated by International retailers in the Middle East.
- The growth of domestic eCommerce and the emerging middle class pave the way, with Africa representing a new challenge, but this time with the Middle East offering a potential road map.

Source: eshopworld – Africa worth $75 billion
The ecommerce landscape

Africa: An emerging mcommerce market with many challenges

A mobile ecommerce market

• Technology advances, most notably smartphones, have given millions more Africans access to the internet and mobile payment systems.
• Africa is home to 54 countries and 1.25 billion people and has the potential to be the next emerging market to make significant strides in online shopping.
• With internet penetration only 35% and few people owning desktop or laptop, Africa is primarily a mobile ecommerce market.
• Mobile devices, in combination with mobile-friendly payment systems have opened up new shopping opportunities in places where physical stores often don’t exist and infrastructure lacking.

Impediments to Ecommerce

• Africans are apprehensive to purchase online due to fraud and delivery difficulties - the lack of a national street address system and high transportation costs.
• Whilst a large segment of the African population is unbanked, almost 280 million Africans have mobile wallets, which is three times more than the number of Africans with bank accounts.
• Ecommerce merchants have to set up country-specific sites because of payment issues (most payment solutions operate in only one country), logistics problems, cultural differences, and taxes.

Source: Practical ecommerce – Africa emerging ecommerce market
Middle East: main ecommerce players

Souq.com
Online marketplace with over 8.4m products across 30 categories. A key part of their success is the use of prepaid cards to buy products online. Acquired by Amazon in 2017 for $580m with plans to integrate products and services and leverage their respective scale.

Noon.com
Noon.com is a regional marketplace offering 20m products, same day delivery and its own online payment system NoonPay. Noon recently announced plans to set up offices in mainland China and Hong Kong in order to sell more products from Chinese brands.

Menakart
An online shopping website offering top branded electronics products. They cover Kuwait, Bahrain, Oman and Saudi Arabia, as well as shopping worldwide.

Namshi
An online retailer focussed on fashion-conscious, 20-something customers. They offer 700+ brands, credit, PayPal and pay cash on delivery payment methods.

Others
Some of the other principal e-commerce competitors in MEA are Jadopado, Letstango, and Crazydeals for the general retail category. For fashion, you can find websites like Sivvi, and for mothers, Mumzworld is the reference for baby & child categories.

Source: Practical ecommerce – Africa emerging ecommerce market
Africa: main ecommerce players

Three countries — Nigeria, Kenya, and South Africa — dominate ecommerce sales.

**Nigeria**

With a population of 195m people, Nigeria is the most populous country in Africa and is the largest economy in terms of gross domestic product. It also has the most ecommerce sites — 40% of Africa’s ecommerce ventures have headquarters in Nigeria. However, it has an internet penetration of only 48%.

**Kenya**

Kenya has a population of 48.5m, 79% internet penetration and is home to M-Pesa, the mobile wallet provider. This has encouraged online buying through a secure payment system. The collaboration between PayPal and M-Pesa will open global marketplaces to Kenyan entrepreneurs and businesses that wish to sell abroad.

**South Africa**

With a population of 55.5 million, South Africa has a 54 percent internet penetration. It has a substantial middle class and is perhaps the country with the best cross-border potential.

Source: Practical ecommerce – Africa emerging ecommerce market
Africa: main ecommerce players

The largest ecommerce websites are in English and 90% of investment is going to start-ups in 5 African countries.

**Jumia**
An online marketplace in Africa for hotels, restaurants, electronics, fashion and other services. Over 6 million products from more than 40,000 local African companies. Ecommerce operations in 14 countries across Africa.

**Konga**
Nigeria’s largest online mall with a mission to become the engine of commerce and trade in Africa. The site has about 1m customers and key USPs include their own logistics network, a 3rd party marketplace and their own payments system KongaPay.

**Kilimall**
Based in Kenya and also sells in Nigeria and Uganda. It offers affiliate programs for small African businesses as well as seller programs. It also sells goods from China.

**SkyGarden**
Based in Kenya and is a SaaS mobile commerce platform, with more than 3,000 sellers, 23,000 unique products in 30 different categories. It only accepts M-Pesa payments from customers and pays all merchants using M-Pesa.

**Takealot**
Takealot.com is the leading ecommerce retailer in South Africa with over 20 categories covering electronics, lifestyle and fashion. They’re also one of the most innovative ecommerce retailers in Africa with their own delivery network (‘Mr Delivery’) and ‘Mr D Food’ their app-based on-demand food delivery service.

Source: Practical ecommerce – Africa emerging ecommerce market
The ecommerce landscape

Africa: cross-border opportunities

Chinese and UK brands are highly valued

- The lack of physical retail infrastructure in most of Africa has created a favourable environment for cross-border ecommerce, especially among millennials who want Western goods.
- African consumers want to purchase from local online businesses that offer mobile payment systems in their local currency.
- China dominates cross-border sales as Africans value inexpensive items, which Chinese merchants can supply in abundance. In countries that were once part of the British Empire, U.K. goods are also highly valued.

Local partnerships are key

- Cross-border sellers should expect most sales to come from Kenya, Nigeria, and South Africa. South Africans are already shopping online on U.S., U.K., and Chinese websites.
- While most of the Africa-based ecommerce sites are marketplaces that welcome third-party sellers, they focus on small local businesses.
- Nigeria based Mall for Africa focuses on U.K. and U.S. sellers, affording Africans the opportunity to buy from about 250 U.S. and U.K. websites.
- Mall for Africa offers its own debit card called Webcard, which can be used to shop on over 180 U.S. and U.K. websites.

Source: Practical ecommerce – Africa emerging ecommerce market
5. Performance marketing – getting the fundamentals right
Performance Marketing: fundamentals

Universal Tracking: the smart way to track cost-per-sale campaigns

Tracking: key things to watch out for

- Tracking sales across multiple country, currency and payment option pages.
- Localisation of tracking and reporting across different time zones and languages.
- Offline validations for cash-on-delivery sales.
- Tracking mobile sales across web and app.
- Basket and voucher tracking to measure ROI.
- Apple’s iOS intelligent tracking prevention, along with Firefox's content blocking and Google’s parallel tracking.
- Post-click attribution based on a typical 30 day cookie.

Optimise: Universal Tracking

- Unified tracking for web and app under a single deep link to ensure all sales are tracked in real-time.
- Mobile App CPA tracking SDK.
- Time zone localisation to customise tracking and reporting based your time zone of choice.
- Currency localisation enabling customised reporting based on your default currency.
- Real-time tracking and data capture for basket values, vouchers, product SKUs, currencies and more.
- 1st party cookie solutions and server 2 server tracking to mitigate tracking prevention technologies.
- Robust validation processes for offline, cash-on-delivery sales generated online.
- Robust solutions to track all sales across multiple country, currency and payment options.
Performance Marketing: fundamentals

In performance marketing the two most important things for publishers is to track all sales and pay on time.

How to make cross-border easy

- Universal tracking that tracks all sales across web and app in real-time.
- Faster payments on validated sales for publishers.
- Brand protection – providing full transparency on where campaigns are run.
- Local account management expertise, with detailed industry knowledge and specialism for all major sectors and countries

Quick payments in local currencies

- Provide our partners with personalised payment methods for their home market, the countries they operate across and by currency preference to reduce cost and exchange rate risk.
- Enable partners can choose to make or receive payments from a wide choice of local currencies or consolidate payments into a single currency.
- Provide faster payments for top publishers through advanced commissions on validated sales before receipt of payment from advertisers.
Performance Marketing: fundamentals

Branding without commerce is ineffective and ecommerce without branding lacks scale.

It’s important to fully-integrate branding and commerce performance marketing solutions to get the most out of your traffic and budget.

Push strategies are important to take your product directly to relevant consumers via Social Media and Video marketing to ensure consumers are aware of your brand at the point of purchase.

Pull strategies are essential in motivating consumers to seek out your brand in an active process to drive scale and maximise ROI from push based marketing. Typical promotional methods include Search Engine Marketing ("SEM"), Affiliate Marketing and Re-targeting. When combined these methods help increase conversion and overall ROI on digital media spend.
Performance Marketing: getting the fundamentals right

Data-driven insights are essential to help inform better decisions to allow you to better target your ad campaigns to achieve a bigger ROI.

Performance reporting - the fundamentals

- It’s important to study every customer journey to discover which marketing tactics work best, and where.
- When someone buys a product, you need to know every bit of marketing that’s influenced their decision to understand how, why and where customers are most likely to find and buy your products.
- You can use that data-driven intelligence to optimise your campaigns, so you only invest in proven locations.
- Actionable insight is key so you can translate data into insights that you can act upon instantly to optimise conversion and ROI from your digital marketing.

You need insight to solve business problems

- How to measure performance against KPIs to enable you to refine tactics and boost conversion and ROI.
- Where to target in-market audiences with purchase intent so you don’t waste money advertising to uninterested traffic.
- Understanding the impact of seasonal trends and how to maximise sales from key festivals and holidays.
- How to increase your market share of incentivised sales (cashback and voucher code sites) at a more effective ROI on spend.
- How to increase incremental sales from a wider range of performance channels.
- How to increase sales from higher value customers.
6. Key takeout’s
MEA: Performance Marketing

The MEA market is unique and a one size all approach doesn’t work. There is a need to be local and work cohesively with all partners to achieve scale.

Key takeout’s

- MEA is second only to APAC in terms of size and has the highest global annual internet user growth.
- MEA is a key emerging ecommerce market and is growing at an unprecedented rate.
- The Middle East ecommerce market is forecasted to be valued at $69bn by 2020 and the two largest markets are the UAE and Saudi Arabia.
- The Africa ecommerce market is forecasted to be valued at $75bn by 2025 and the three largest markets are Nigeria, Kenya and South Africa.
- Mobile commands the largest share of web traffic and smartphone adoption is growing rapidly.
- Cross-border ecommerce is impeded by low credit card penetration, preference of cash on delivery, low internet penetration and an under-developed delivery infrastructure.
7. About us
Turn more clicks into customers with Optimise performance marketing

Every day our global network of publishers and media connects businesses with millions of new customers. Last year we delivered sales worth over $1 billion for global brands like Microsoft, HSBC and Expedia.

Global reach, local expertise with 7 locations across 5 continents
Global reach, local expertise in more than 60 countries
Our advertising powers some of the biggest brands in the world

Over 1,000 of the world’s most successful businesses use Optimise as rocket fuel for their online advertising, including:
Our work has been recognised by the Performance Marketing industry

International Performance Marketing Awards (2018 Award Winner)
Optimise for Best CPA Network

International Performance Marketing Awards (2017 Award Winner)
Optimise for Agoda (APAC)

International Performance Marketing Awards (2018 Award Winner)
Optimise for Santander (LATAM)
High impact cross-border customer engagement

The challenge
Tajawal asked us to increase their incremental sales and optimise sales towards higher basket values.

What we did
We developed a holistic performance campaign across multiple countries, channels and devices to connect the Tajawal brand with their next best customer at the right time, on the right device and in the right country.

How we did it
We targeted countries where the brand already had strong awareness, where basket values are typically highest and where we could leverage strong relationships with local publishers and reach deeper into these markets.

We selected channels based on our local knowledge of how consumers shop for travel in the Middle East region, combined with targeting specific higher-value audience segments and using time-limited offers to encourage relevancy and immediacy.

Creative and messaging were tailored to local languages and customer segments, as well as leveraging the power of coupon publishers to spread offers between travellers to scale bookings across desktop and mobile.

Impact
Tajawal saw amazing results, with >300% increase in incremental sales per day across all markets. We delivered the highest ROI of any channel.
Thank you

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