



# Press Release

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For immediate release

## Mobile marketing intentions strong in the Middle East

- **Survey of marketers in the Middle East finds that mobile budgets are currently less than 10% of total marketing budgets, but 95% are planning for an increase.**
- **Half of the respondents are expecting to see budget growth of 25% or more.**
- **The majority of advertisers have a formal mobile strategy in place, with 63% planning on investing in mobile video, and 59% in location data over the next year. Over the next five years, virtual reality, augmented reality and mobile wallets are expected to gain prominence.**
- **63% of marketers are using programmatic / RTB often or always, and 52% are using a private market place (PMP) to buy or sell mobile ad space.**
- **Innovation is greatest in the Travel, transport and tourism, Telecoms and Food Industries, and Samsung is viewed as the most innovative brand.**

Dubai, 9<sup>th</sup> November 2016

The ease with which marketers find buying mobile advertising in the Middle East is contributing to significant increases in mobile marketing budgets in the region, with 20% expecting growth of more than 100% over the next five years, new research from Warc and the Mobile Marketing Association reveals today.

Based on a survey of 132 marketing and advertising professionals from 10 markets across the Middle East, the *State of The Industry: Mobile Marketing in The Middle East* report found that though more than half of the responding marketers are currently attributing less than 10% of their budget to mobile, 78% find mobile ad buying easy, and 95% plan on increasing their budgets this year.

The survey, designed to be a snapshot of the current state of mobile marketing, found that the biggest barrier to the growth of the channel is a lack of mobile friendly sites; selected by more than a third of respondents.

Despite this barrier, the majority have a formal mobile marketing strategy, with the results revealing that mobile is being used most in the Middle East alongside social media (83%) and online activities, including search (83%). Social media marketing via mobile is popular in the region: YouTube, Twitter and Instagram are all being used by more than three quarters of respondents, and use of Facebook is at 95%.

Though mobile strategies are in place for the majority, the survey results make evident the continuing need for integration, with only 38% of those with a strategy indicating that it is closely connected with other marketing activities.



Over the next year, almost two-thirds (63%) of marketers intend to utilise mobile video, reflecting the selection of 'watching video' as the third most significant consumer behaviour enabled by mobile (42%). Ahead of video, multi-screening (72%) and mobile payments (55%) are seen as the most significant enabled behaviours. In response to the latter, mobile wallets, alongside virtual reality and augmented reality, are expected to come to the fore in the next five years.

Respondents indicated that mobile marketing innovation is greatest in the Travel, transport and tourism, Telecoms and Food Industries, and Samsung is viewed as the most innovative brand.

Programmatic / RTB is emerging as a dominant medium for ad buying in the region, with the survey results showing 18% of respondents using it for every trade, and a further 45% using it often. Almost 100% think programmatic will be important to marketing strategies in five years' time.

In addition, more than half of marketers are using a private market place (PMP) to buy or sell mobile ad space. Asked to select up to three primary reasons for using a PMP, 83% of these are using a PMP for securing quality ad inventory, and 59% for better consumer targeting.

Commenting on the findings, Chris Babayode, Managing Director of the MMA EMEA, said: "Having launched the MMA Middle East earlier this year, focused on 3 pillars - building capabilities and knowledge, cultivating inspiration and demonstrating mobile's impact - these results will give marketers a benchmark by which to measure their own mobile maturity as they take advantage of consumers' engagement with their mobile devices in the region. This is the first report of its kind for the Middle East and we intend to publish this snapshot every year and assess the trends."

"These findings show the clear intention by marketers in the Middle East to increase their focus on mobile marketing," added Amy Rodgers, Research Editor at Warc. "Mobile is enabling a host of changes in consumer behaviour, with multi-screening, mobile payments and mobile video expected to be key areas of investment over the coming year as a result."

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### About Warc

Warc.com is an online service offering advertising best practice, evidence and insights from the world's leading brands. Warc helps clients grow their businesses by using proven approaches to maximise advertising effectiveness.

Warc's clients include the world's largest advertising and media agencies, research companies, universities and advertisers.

In addition to its own content, Warc features advertising case studies and best practices from more than 50 respected industry sources, including: ARF, Effies, Cannes Lions, ESOMAR and IPA. Warc



hosts three annual case study competitions: Warc Prize for Innovation, Warc Prize for Social Strategy and Warc Prize for Asian Strategy.

Founded in 1985, Warc is privately owned and has offices in the UK, US and Singapore.

### **About the Mobile Marketing Association**

The MMA is the world's leading global non-profit trade association comprised of more than 800 member companies, from nearly fifty countries around the world. Our members hail from every faction of the mobile marketing ecosystem including brand marketers, agencies, mobile technology platforms, media companies, operators and others.

The MMA's mission is to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

Among the MMA's proprietary research initiative is SMOX, an annual study that uses empirical data to quantify mobile's share of total ad spend for a campaign. It quantifies the mobile opportunity and the true ROI value of mobile marketing to marketers and media companies based on live campaigns from Coca-Cola, Walmart, MasterCard and AT&T in 4 countries – UK, US, Brazil and China, within the last year. For more details [click here](#).