

ArabyAds

Media Education

**Get to know who we are and
what we do?**

ArabyAds – About Us

+10

Years of innovation

+22m

Total conversions in 2022

4

Acquisitions in last 2 years



+420

Team Strength across 13 Countries



Investors



5

Tech partnerships with



Three Ecosystems

Influencer



Performance

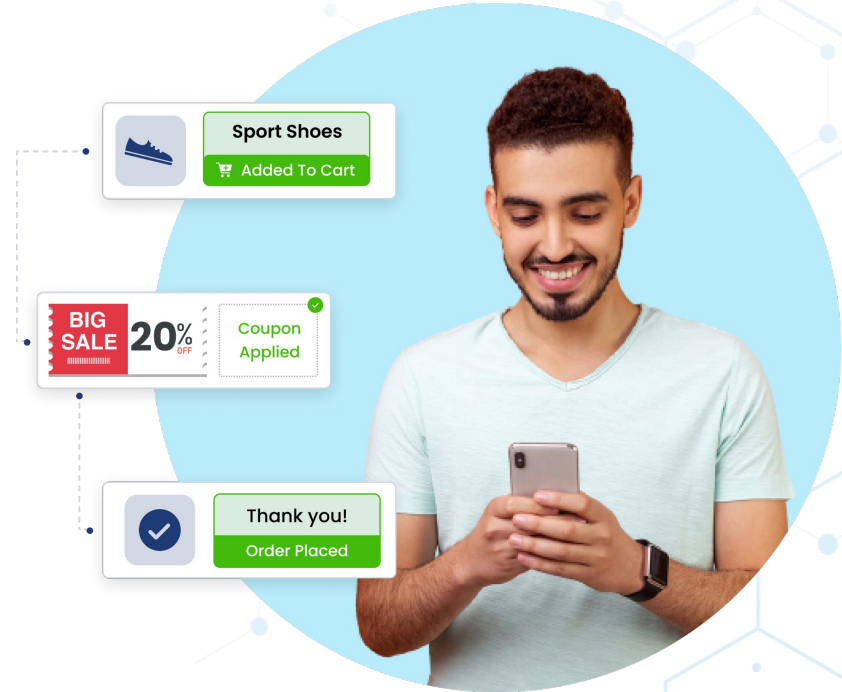


Media





Acquire customers using
differentiated inventory across
direct publishers both on Web &
App platforms



Influencer Marketing Platform That Guarantees Results

500K Followers

88% ↑ Conversions

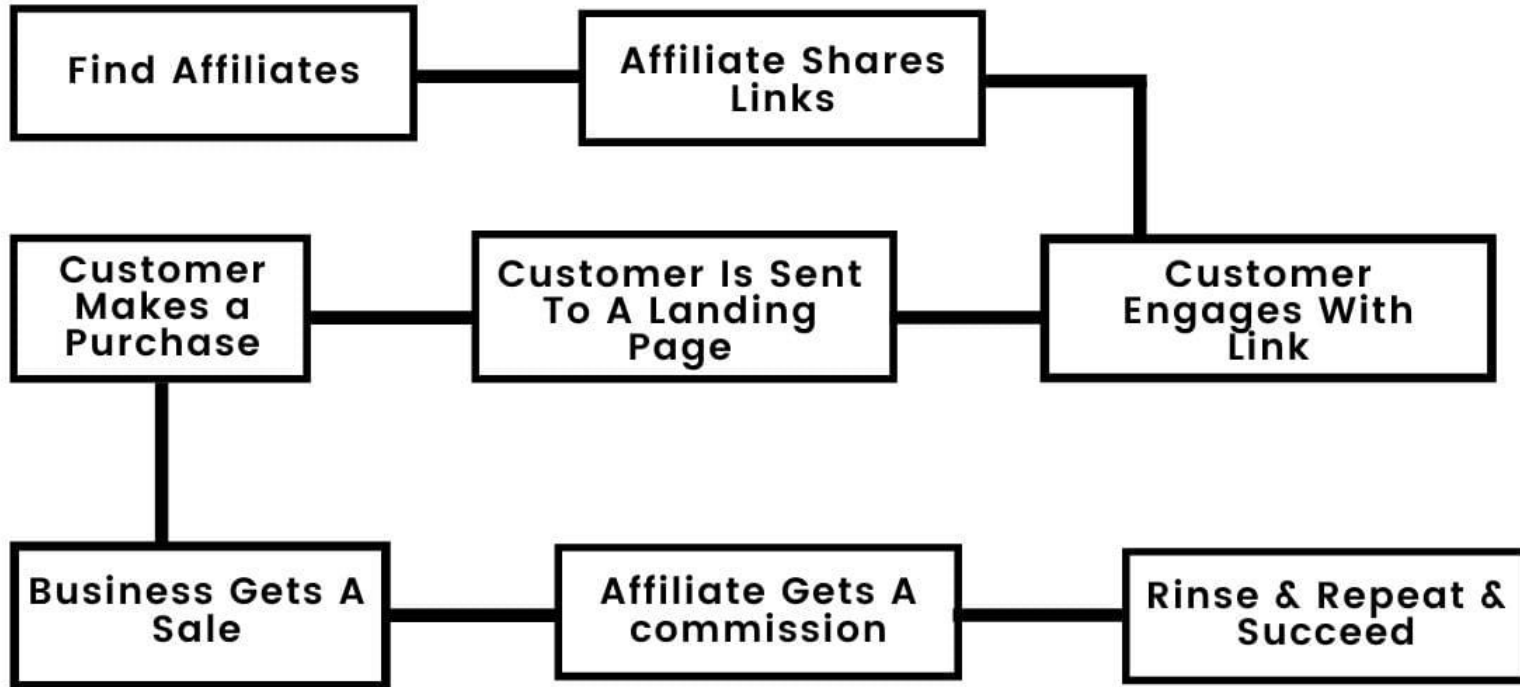
ghdor.sultan
800k followers
25k

aldanah.ay
1000k followers

What is affiliate marketing?



What is affiliate marketing?



Benefits Of Affiliate Marketing To The Business

Risk Free Model

Only pay once the sale is secured - Better cash flow management

Scalability

Increase revenue from multiple sources and channels

Audience Variety

Reach new audience and increase market share

Decrease Liabilities

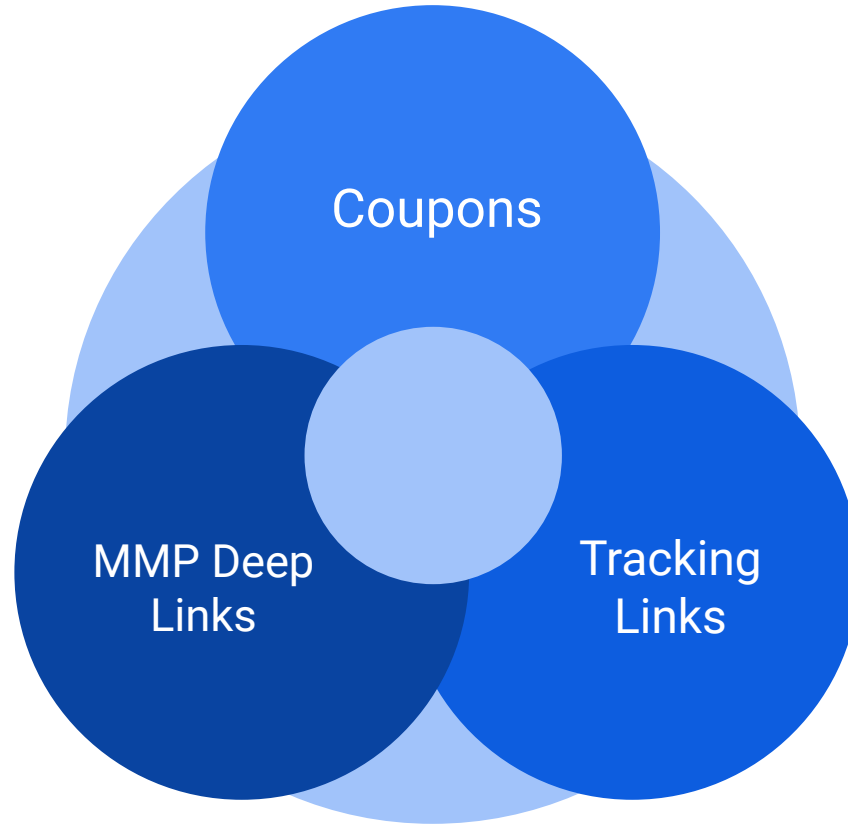
Avoid adding manpower resources with the current market fluctuations



Benefits Of Affiliate Marketing To The Publishers



Types Of Affiliate Programs



Types Of Affiliate Campaigns



Factors To Consider In Affiliate Marketing

Funnel Tracking

In affiliate marketing end of the funnel tracking is not visible on the ads platforms level so tracking is done by performance which is not known instantly, therefore, multiple A/B test is needed

Cancellations & Validation Cycles

All digital transactional based business has a cancellation and validation cycle, so cancellation percentage is eating up from your margin

Payment Terms

Payment is being done after the validation cycle to avoid abuse.
Strong and big ROI that comes later, yet "all good things come to those who wait!"

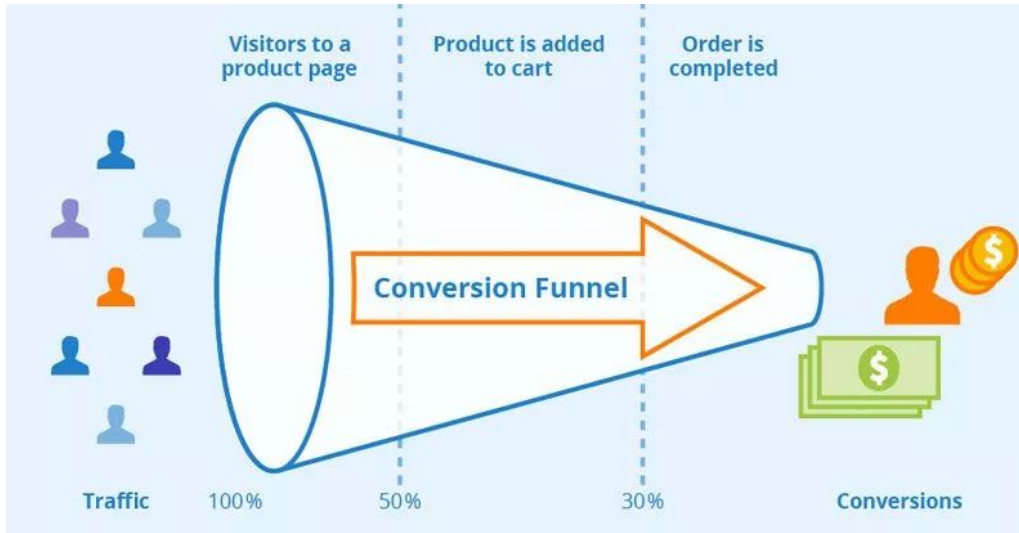
Examples from Boostiny

| Country ▾ | Coupon ▾ | Conversions ▾ | Revenue (USD) ▲ |
|-----------|----------|---------------|-----------------|
| KWT | SARAA | 422 | \$17.01k ⓘ |
| SAU | AR97 | 526 | \$11.05k ⓘ |
| SAU | MX1 | 2.18k ⓘ | \$9.46k ⓘ |
| SAU | YS30 | 2.4k ⓘ | \$7.85k ⓘ |
| SAU | SW14 | 1.56k ⓘ | \$6.08k ⓘ |



Conversion Rate Optimization

What is Conversion Rate Optimization?



Conversion rate = number of conversions / number of visitors

Suppose your website had **10,000 visitors** in January and you made **230 purchases** means you had **230 / 10,000 = 2.3% conversion rate** in January.

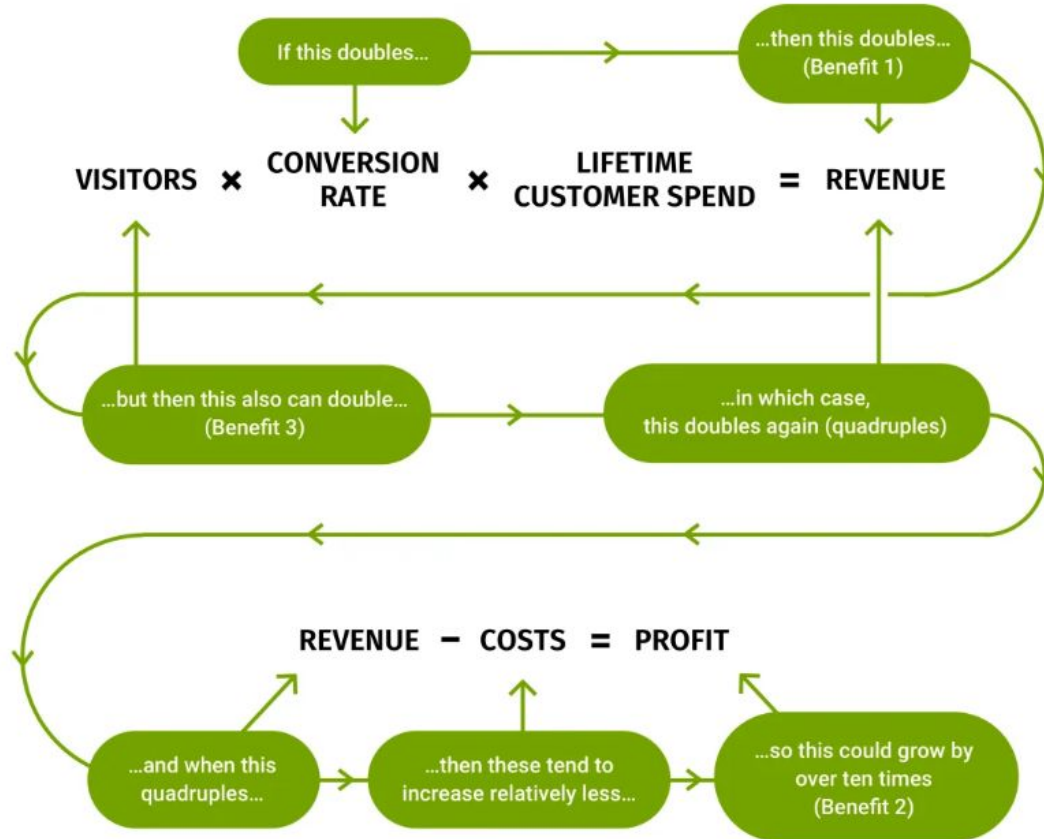
Conversion Rate Optimization Process



How To Enhance Conversion Rate?



Conversion Rate Optimization Calculations





Managing Gross Profit

How To Manage Your Gross Profit & Net Profit?

| Gross Revenue | Paid Cost | GP |
|---------------|-----------|----------|
| \$100,000 | \$60,000 | \$40,000 |

| Gross Revenue | Cancellation | Net Revenue |
|---------------|--------------|-------------|
| \$100,000 | \$30,000 | \$70,000 |

| Net Revenue | Paid Cost | GP |
|-------------|-----------|----------|
| \$70,000 | \$60,000 | \$10,000 |

| GP | OPEX | NP |
|----------|---------|---------|
| \$10,000 | \$5,000 | \$5,000 |

Thank You

ArabyAds
