



DIGITAL COMMUNICATIONS (DIGICOM) 2022

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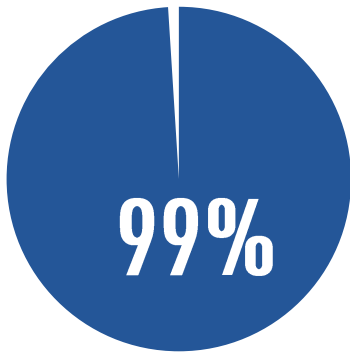
THE WAY WE WORK

We don't just make a plan for you and execute it. What we do is the following:



TOP PLATFORMS SOCIAL MEDIA CONSUMPTION IN KUWAIT

SOURCE: Ipsos 2020

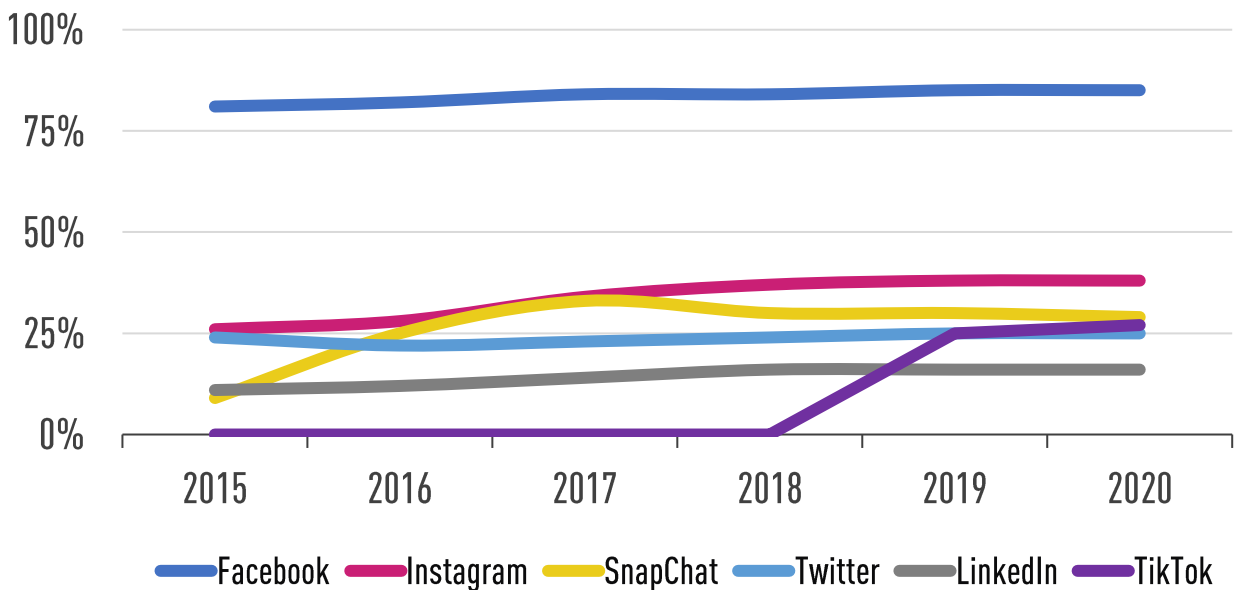


99%
of Kuwait's adult internet
population uses social media

Kuwait's adult (15Y0+)
internet population is:

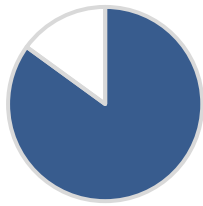
3,500,000

PENETRATION TREND BY PLATFORM



SOCIAL MEDIA CONSUMPTION IN KUWAIT

SOURCE: Ipsos 2020



FACEBOOK
85%
 PENETRATION
 DAILY POSTING: 74%

FEMALE 30%  MALE 70% 

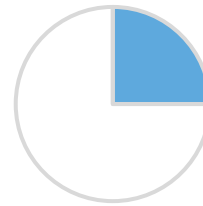
15-24	13%	Locals	18%
25-34	32%	Arabs	32%
35-44	30%	Expats	50%
45+	25%		



INSTAGRAM
38%
 PENETRATION
 DAILY POSTING: 62%

FEMALE 41%  MALE 59% 

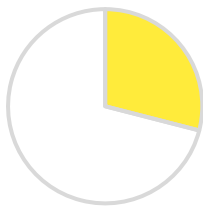
15-24	21%	Locals	48%
25-34	33%	Arabs	36%
35-44	25%	Expats	16%
45+	21%		



TWITTER
25%
 PENETRATION
 DAILY POSTING: 71%

FEMALE 59%  MALE 41% 

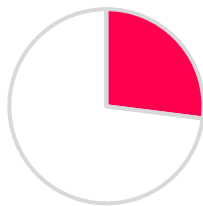
15-24	16%	Locals	48%
25-34	30%	Arabs	29%
35-44	29%	Expats	23%
45+	25%		



SNAPCHAT
29%
 PENETRATION
 DAILY POSTING: 67%

FEMALE 59%  MALE 41% 

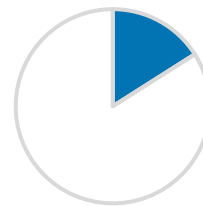
15-24	24%	Locals	48%
25-34	34%	Arabs	30%
35-44	26%	Expats	22%
45+	19%		



TIKTOK
27%
 PENETRATION
 DAILY POSTING: 29%

FEMALE 45%  MALE 55% 

15-24	21%	Locals	31%
25-34	37%	Arabs	29%
35-44	25%	Expats	40%
45+	17%		



LINKEDIN
16%
 PENETRATION
 DAILY POSTING: 35%

FEMALE 36%  MALE 64% 

15-24	22%	Locals	28%
25-34	32%	Arabs	33%
35-44	25%	Expats	39%
45+	21%		

ECOMMERCE PENETRATION IN KUWAIT

Source: Multiple sources. *These categories saw a major uptick in usage due to the Covid-19 pandemic

Kuwait's adult (15Y0+) ecommerce population is:
2,200,000

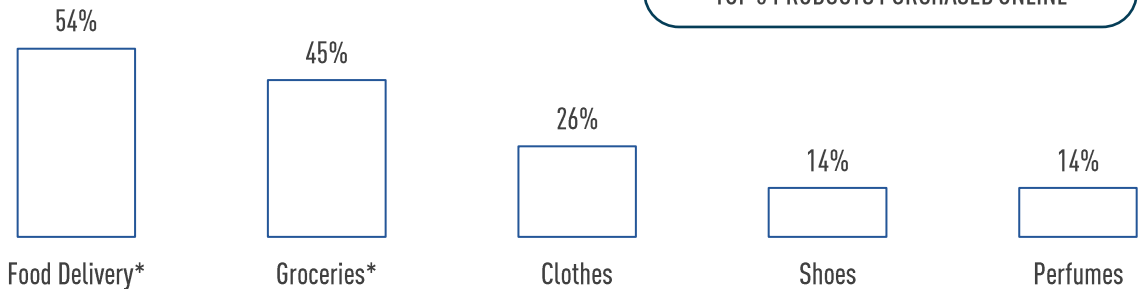


63% of Kuwait's internet population performed some form of ecommerce in the past 4 weeks. **(76% for Locals)**

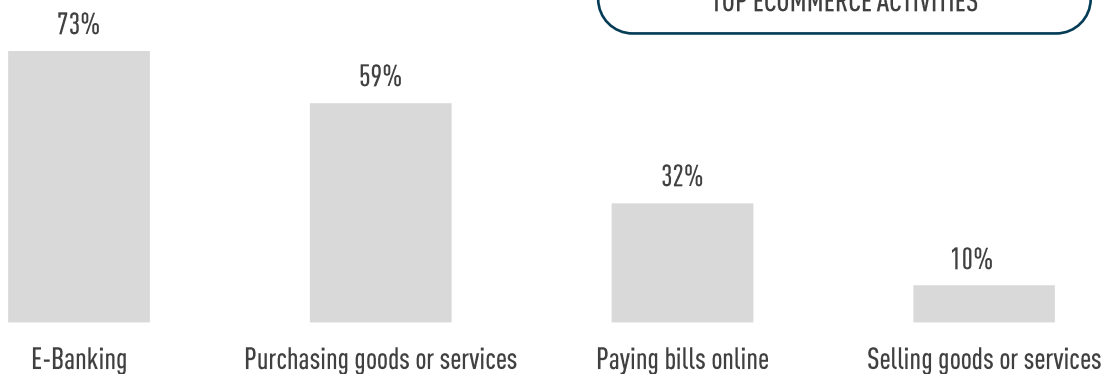
TOP PAYMENT METHODS USED



TOP 5 PRODUCTS PURCHASED ONLINE



TOP ECOMMERCE ACTIVITIES



We have a robust database of users (last 3 months) at our disposal for targeting purposes by:

NATIONALITY



KUWAITIS
58%



ARABS
20%



EXPATS
22%

GENDER



FEMALE
45%



MALE
55%

MSP

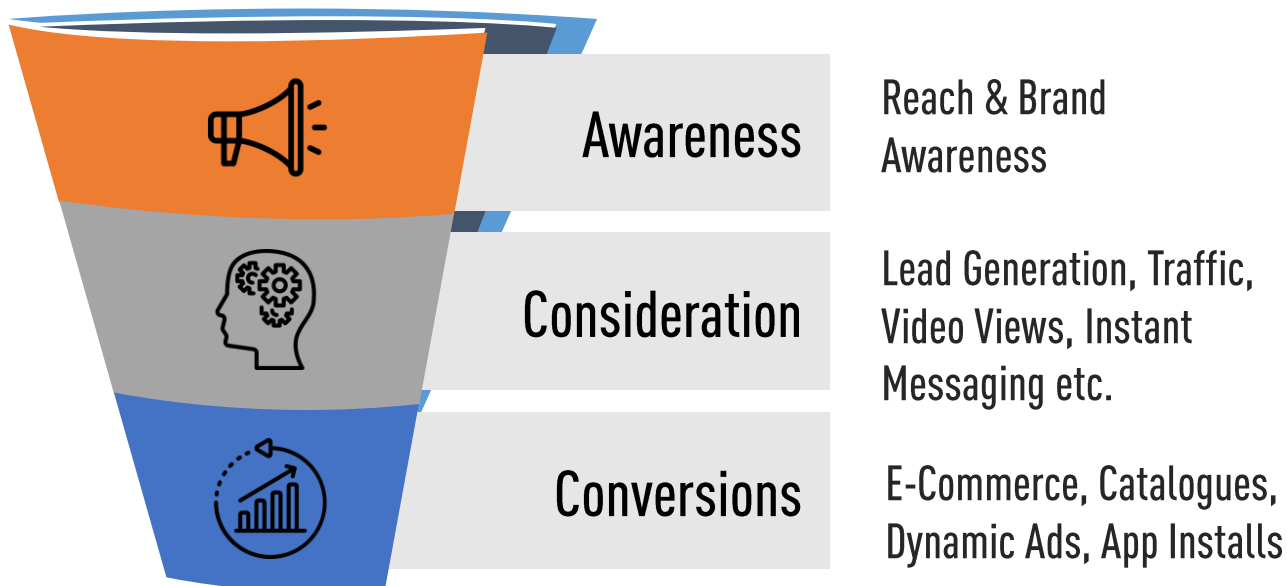
 51%

 26%

 23%

OUR CORE

Besides an array of standard digital marketing solutions, we follow the funnel of success:



OUR SERVICES



PROGRAMMATIC



SEARCH ENGINE OPTIMIZATION



ONLINE REPUTATION MANAGEMENT (ORM)



SEARCH ENGINE MARKETING



OTT ADVERTISEMENT



DIGITAL COMPETITIVE ANALYSIS



AUDIENCE / GEO MAPPING



CONTENT MARKETING



SOCIAL MEDIA MARKETING



ORGANIC GROWTH & CONTENT



SMS MARKETING



EMAIL MARKETING

DIGITAL SPENDING IN KUWAIT 2021

SOURCE: Ipsos. Figures in Gross Amount

21.7m

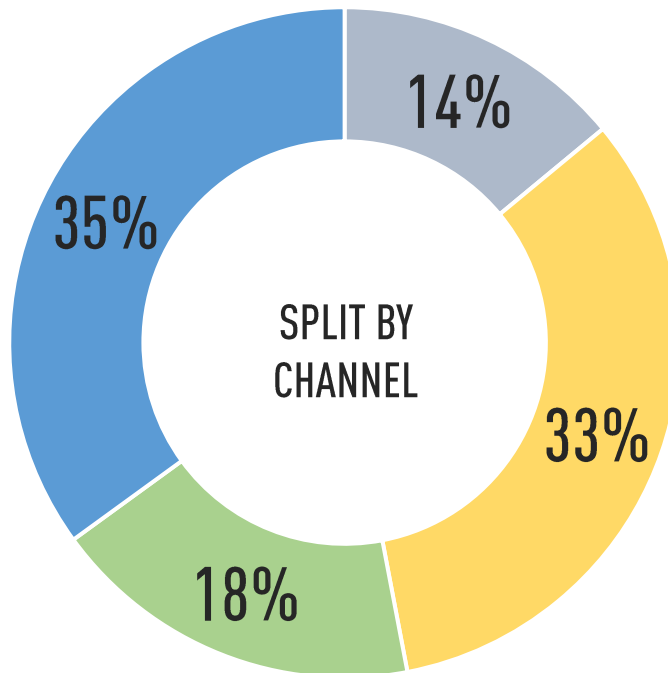
Kuwaiti Dinars were spend on digital mediums in FY 2021



70%
on mobile



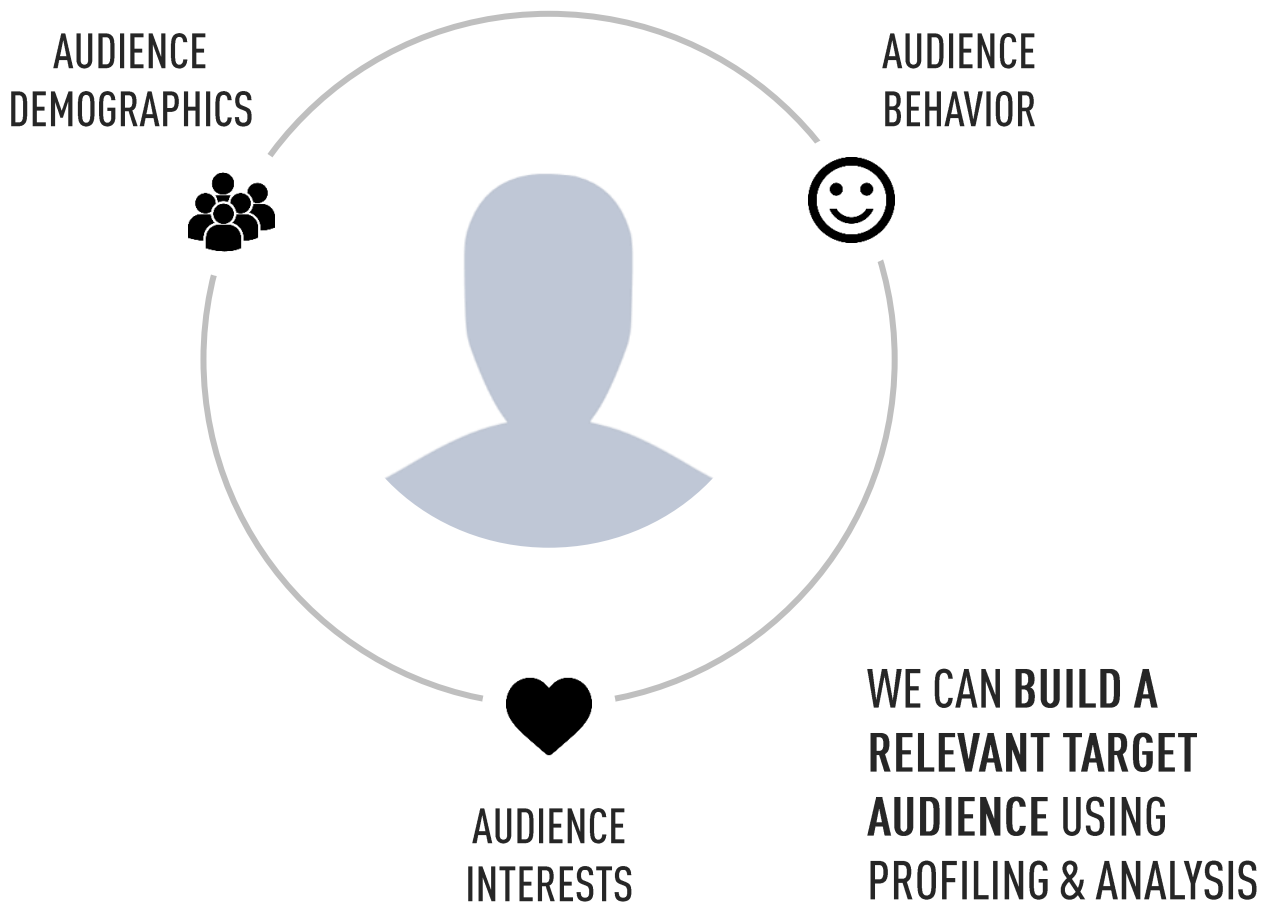
30%
on desktop



■ DIRECT ■ AD NETWORKS ■ YOUTUBE ■ SOCIAL MEDIA

AUDIENCE SEGMENTATION

We are able to dive deep when it comes to **Audience Segmentation** and **Customization of Audience Profiles**, generating a 360 degree view of the user base, leveraging incredibly powerful analytics data which can be used to define the core:



SAMPLES OF AUDIENCE SEGMENTATION - AUTOMOTIVE

864,000+
UNIQUE USERS
IN KUWAIT
WHO ARE INTERESTED IN
AUTOMOTIVE

TOP BEHAVIOR AFFINITIES & INTERESTS INCLUDE:



Adrenaline Junkies



Performance Vehicles



Motorbikes



Car Interiors & Accessories



Repair & Maintenance Services



Off-roading & Outdoor Activities



Sports



Motor Sports Lovers

SAMPLES OF AUDIENCE SEGMENTATION - ENTERTAINMENT

**2 MILLION
UNIQUE USERS
IN KUWAIT**
WHO ARE INTERESTED IN
ENTERTAINMENT

TOP BEHAVIOR AFFINITIES & INTERESTS INCLUDE:



Amusement/Theme Parks



Sports & Automotive Events



Lifestyle Enthusiasts



Celebrities News



Concert & Festival Goers



Gamers



Highly Active on Social
Media



Performing Arts

SAMPLES OF AUDIENCE SEGMENTATION - BUSINESS

1.2 MILLION
UNIQUE USERS
IN KUWAIT
WHO ARE INTERESTED IN
BUSINESS

TOP BEHAVIOR AFFINITIES & INTERESTS INCLUDE:



Business Professionals



Economy



World News Readers



Corporate
Services/Packages



Banking & Finance



C-Level Executives



Business Services



Business News

SAMPLES OF AUDIENCE SEGMENTATION - TECHNOLOGY

2.5 MILLION
UNIQUE USERS
IN KUWAIT
WHO ARE INTERESTED IN
MOBILE APPS

TOP BEHAVIOR AFFINITIES & INTERESTS INCLUDE:



Smartphone Owners



Tech Savvy



E-Commerce Buyer



Telecom



Looking for Service Provider



Highly Active on Social Media



Data Consumer



Online Gamer

SAMPLES OF AUDIENCE SEGMENTATION - FOOD

2.6 MILLION
UNIQUE USERS
IN KUWAIT
WHO ARE INTERESTED IN
FOOD

TOP BEHAVIOR AFFINITIES & INTERESTS INCLUDE:



Fast Food Cravers



Organic & Health Food Aficionados



Frequently Eats Out



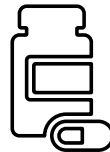
Coffee Shop Regulars



Looking for Hang Out Spots



Keto Lovers



Protein & Supplements Enthusiasts



Online Shoppers

CASE STUDIES

THE FOLLOWING SLIDES HAVE SOME REAL CASE STUDIES THAT SHOWCASE DIFFERENT CAMPAIGN OBJECTIVES AND HOW WE CAN MEET THEM. CLICK ON THEM TO GO TO THE SLIDE:



AUTOMOTIVE



BANKING &
FINANCE



FOOD &
BEVERAGES



REAL ESTATE



APPS



ELECTRONICS



RETAIL



HEALTH &
FITNESS



SERVICES



AUTOMOTIVE



BRAND:	Dodge RAM – Test Drive
OBJECTIVE:	Lead Generation
MODULE:	CPL (Cost-Per-Lead)
TARGETING:	Kuwait
PLATFORM:	Programmatic



SOURCE: MMP

2M Total Impressions	3.9K Total Clicks	3.03% Conversion Rate	120 Quality Leads
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Audi

BRAND:	Dodge RAM – Test Drive
OBJECTIVE:	Lead Generation
MODULE:	CPL (Cost-Per-Lead)
TARGETING:	Kuwait
PLATFORM:	Programmatic



SOURCE: PROMOFIX

2M Total Impressions	3.2K Total Clicks	2.0% Conversion Rate	64 Quality Leads
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AUTOMOTIVE

V O L V O

BRAND:	Volvo – XC90 & XC40 Test Drive - 2020
OBJECTIVE:	Lead Generation
MODULE:	CPL (Cost-Per-Lead)
TARGETING:	Kuwait
PLATFORM:	Instagram, Snapchat, GDN, Seyayeer



Volvo XC90
For everyone's safety

Contact our team to find out more
9500 0000
V O L V O

SOURCE: M2R

4.1M Total Impressions	26.3K Total Clicks	0.86% Conversion Rate	227 Quality Leads
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V O L V O

BRAND:	Volvo – Brand Recognition – 2021
OBJECTIVE:	Lead Generation
MODULE:	CPL (Cost-Per-Lead), CPM (Cost-Per-Mille)
TARGETING:	Kuwait
PLATFORM:	Instagram, Snapchat, GDN, Seyayeer



SOURCE: M2R

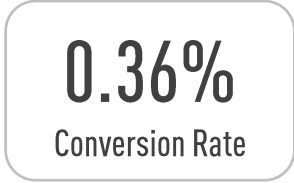
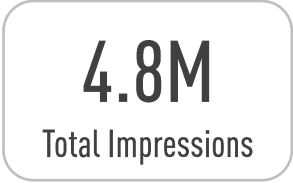
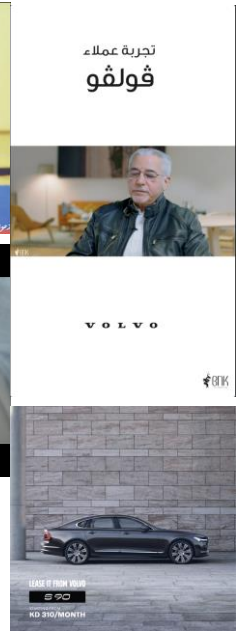
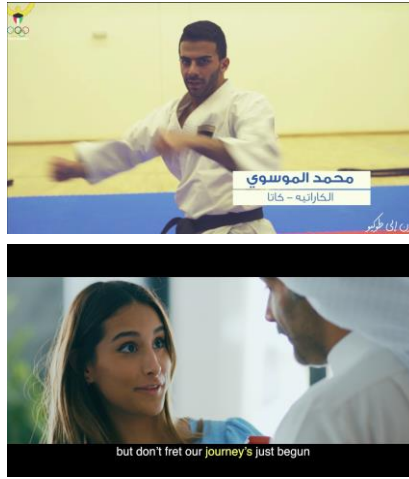
2.1M Total Impressions	10.6K Total Clicks	1.41% Conversion Rate	150 Quality Leads
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AUTOMOTIVE

V O L V O

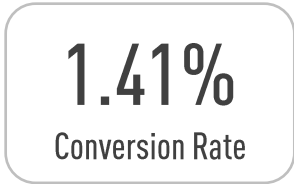
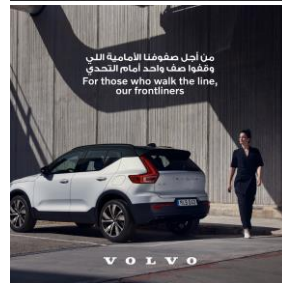
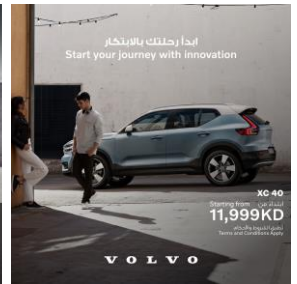
BRAND:	Volvo – Leasing, CX , Father & Daughter, Olympics - 2021
OBJECTIVE:	Awareness
MODULE:	CPC (Cost-Per-Click)
TARGETING:	Kuwait
PLATFORM:	Instagram, Snapchat, GDN, LinkedIn



SOURCE: M2R

V O L V O

BRAND:	Volvo – Front liners, Students, Summer & No Down Payment– 2021
OBJECTIVE:	Lead Generation
MODULE:	CPL (Cost-Per-Lead)
TARGETING:	Kuwait
PLATFORM:	Instagram



SOURCE: M2R

GO BACK
TO MENU



AUTOMOTIVE

BRAND: Chery Alghanim – More Than a Drive

OBJECTIVE: Lead Generation

MODULE: CPL (Cost-Per-Lead)

TARGETING: Kuwait

PLATFORM: Instagram, Facebook, Twitter, Snapchat, GDN



SOURCE: MZR

3.5M

Total Impressions

49.7K

Total Clicks

0.53%

Conversion Rate

264

Quality Leads



BRAND: Chery Alghanim – Summer

OBJECTIVE: Lead Generation

MODULE: CPL (Cost-Per-Lead)

TARGETING: Kuwait

PLATFORM: Instagram, Facebook, Snapchat, GDN, YouTube, Direct



SOURCE: MZR

2.1M

Total Impressions

10.6K

Total Clicks

1.41%

Conversion Rate

150

Quality Leads

GO BACK
TO MENU



AUTOMOTIVE



ALGHANIM | الغانم
Automobile | أوتوموبيل

BRAND:

Chery Alghanim – Another
Zero (Planned)

OBJECTIVE:

Lead Generation

MODULE:

CPL (Cost-Per-Lead)

TARGETING:

Kuwait

PLATFORM:

Instagram, Facebook, GDN, YouTube



SOURCE: M2R

7.5M

Total Impressions

110K

Total Clicks

1.5%

Conversion Rate

1,650

Quality Leads



BRAND:

AutoMAK – Offer

OBJECTIVE:

Awareness

MODULE:

CPM (Cost-Per-Mille)

TARGETING:

Kuwait

PLATFORM:

Instagram, Facebook



SOURCE: M2R

4.2M

Total Impressions

16K

Total Clicks

0.38%

Conversion Rate

GO BACK TO MENU



BANKING & FINANCE

BRAND:	AI Muzaini Exchange – Fund Transfer
OBJECTIVE:	Awareness & Reach
MODULE:	CPM (Cost-Per-Mille)
TARGETING:	Kuwait
PLATFORM:	Instagram, Facebook, GDN



SOURCE: MZR

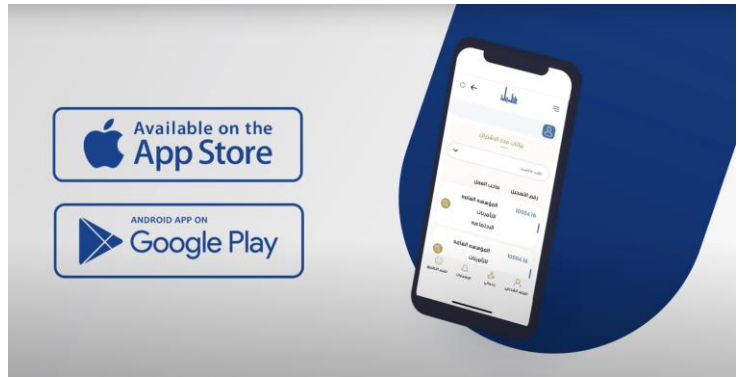
3.5M
Total Impressions

4.7K
Total Clicks

0.13%
Conversion Rate



BRAND:	Taminat – E-Commerce Awareness
OBJECTIVE:	Awareness & Reach
MODULE:	CPV (Cost-Per-View)
TARGETING:	Kuwait
PLATFORM:	YouTube



SOURCE: MZR

1.5M
Impressions

500K
Views

14K
Clicks

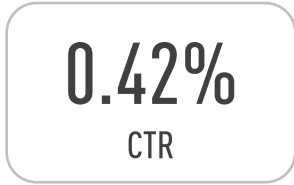
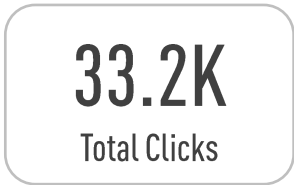
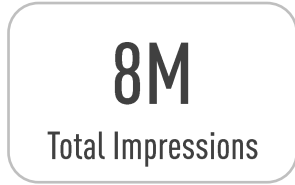
0.93%
CTR



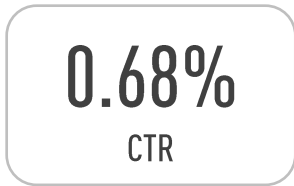
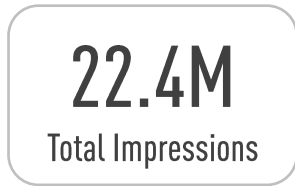
BRAND:	Subway – Saving Offer
OBJECTIVE:	Awareness & Conversion
MODULE:	CPM (Cost-Per-Mille), CPC (Cost-Per-Click)
TARGETING:	Kuwait
PLATFORM:	Instagram



SOURCE: M2R



BRAND:	Food Tailors – Extra Meals
OBJECTIVE:	Awareness & Conversion
MODULE:	CPM (Cost-Per-Mille), CPC (Cost-Per-Click)
TARGETING:	Kuwait
PLATFORM:	Instagram, Facebook, GDN, YouTube, Snapchat



SOURCE: M2R

GO BACK TO MENU



FOOD BASICS



FOOD & BEVERAGES

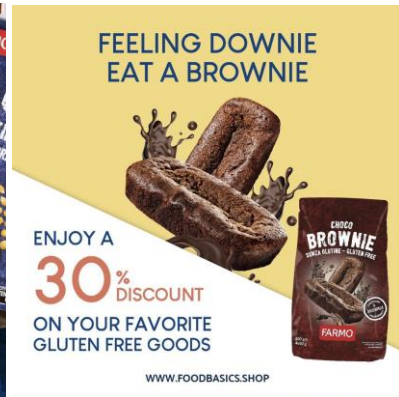
BRAND: Food Basics

OBJECTIVE: Awareness & Conversion

MODULE: CPM (Cost-Per-Mille)

TARGETING: Kuwait

PLATFORM: Instagram



SOURCE: M2R

2.1M

Total Impressions

8K

Total Clicks

2.5%

Conversion Rate

200

Conversions



REAL ESTATE

GO BACK TO MENU



BRAND:

Al Hamra Luxury Tower – Award Recognition

OBJECTIVE:

Awareness & Reach

MODULE:

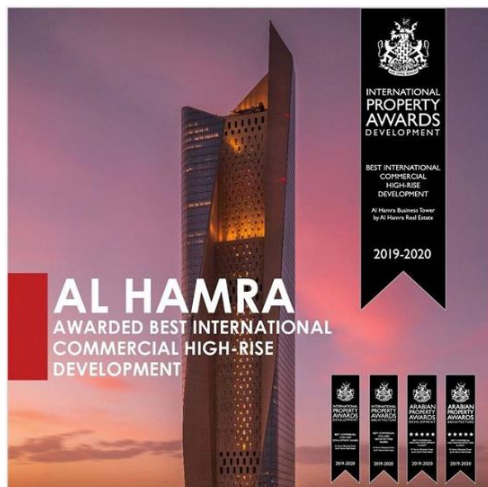
CPM (Cost-Per-Mille)

TARGETING:

GCC & MENA

PLATFORM:

Instagram, Facebook, GDN, LinkedIn, MMP



SOURCE: M2R

6.2M

Total Impressions

31.7K

Total Clicks

0.51%

CTR



BRAND:

Al Hamra Luxury Tower – Tawk Tech

OBJECTIVE:

Awareness & Reach

MODULE:

CPM (Cost-Per-Mille)

TARGETING:

Kuwait

PLATFORM:

Instagram



1.1M

Total Impressions

3.8K

Total Clicks

0.35%

CTR

GO BACK TO MENU



REAL ESTATE



- BRAND:
- OBJECTIVE:
- MODULE:
- TARGETING:
- PLATFORM:

Cucina Restaurant, The Choco Café and Symphony Hotel

Awareness & Reach

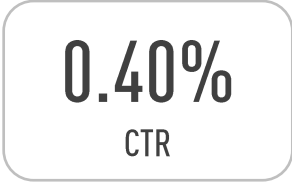
CPM (Cost-Per-Mille)

Kuwait

Instagram



SOURCE: M2R



- BRAND:
- OBJECTIVE:
- MODULE:
- TARGETING:
- PLATFORM:

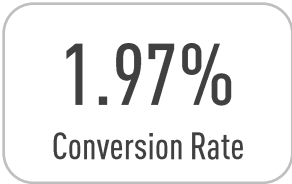
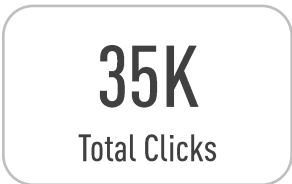
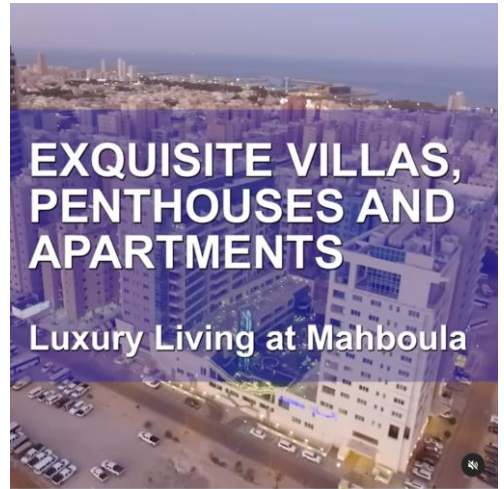
Juman Complex, Al Rehab Offices, General Office Spaces & The Lobbies

Lead Generation

CPL (Cost-Per-Lead)

Kuwait

Instagram



SOURCE: M2R

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APPS



BRAND:	GiftoGo – Product Recognition
OBJECTIVE:	Awareness & Installs
MODULE:	CPM (Cost-Per-Mille), CPL (Cost-Per-Lead)
TARGETING:	Kuwait
PLATFORM:	Instagram, YouTube & GDN

WHAT'S MORE FUN TO GIFT?

DJI MAVIC MINI
Download now! [App Store] [Google Play]

XIAOMI
سكوتر كهربائي
Download now! [App Store] [Google Play]

SOURCE: M2R

4M Total Impressions	50.4K Total Clicks	1.26% CTR	8.4K App Installs
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BRAND:	Wiyak
OBJECTIVE:	Awareness & Installs
MODULE:	CPM (Cost-Per-Mille), CPI (Cost-Per-Install)
TARGETING:	Kuwait
PLATFORM:	Instagram, GDN, YouTube

WYAK
Download the app and get a **Free Wiyak Ride!**
Use code **Iridfree**
[App Store] [Google Play]

Set your destination and get moving

6.7M Total Impressions	49.2K Total Clicks	0.73% CTR	3.2K App Installs
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GO BACK TO MENU



APPS



BRAND:	Pharma C
OBJECTIVE:	Awareness & Installs
MODULE:	CPM (Cost-Per-Mille), CPI (Cost-Per-Install)
TARGETING:	Kuwait
PLATFORM:	Instagram, GDN, YouTube



SOURCE: M2R

11.4M Total Impressions	130.4K Total Clicks	1.14% CTR	4.5K App Installs
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BRAND:	Seyayeer
OBJECTIVE:	Awareness & Installs
MODULE:	CPM (Cost-Per-Mille), CPI (Cost-Per-Install)
TARGETING:	Kuwait
PLATFORM:	Instagram, GDN, YouTube



15.6M Total Impressions	463K Total Clicks	0.30% CTR	8.5K App Installs
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SOURCE: M2R

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APPS

Yazlee

BRAND:	Yazlee – Product Awareness
OBJECTIVE:	Awareness & Installs
MODULE:	CPM (Cost-Per-Mille), CPI (Cost-Per-Install)
TARGETING:	Kuwait
PLATFORM:	Instagram, Twitter, Snap, GDN and YouTube



SOURCE: M2R

12.3M
Total Impressions

500K
Total Clicks

0.41%
CTR

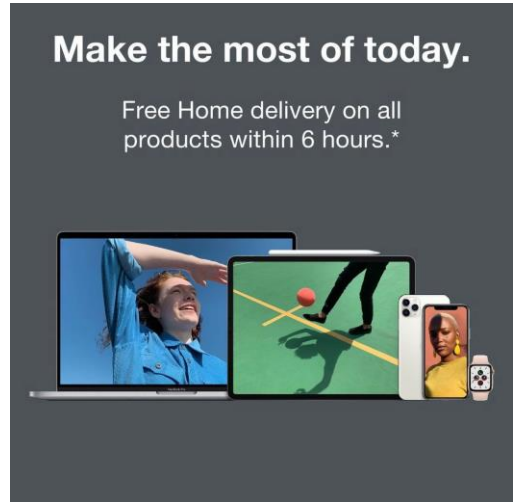
6K
App Installs

GO BACK TO MENU



ELECTRONICS

- BRAND:** Gait – Free Delivery
- OBJECTIVE:** Awareness & Conversion
- MODULE:** CPM (Cost-Per-Mille)
- TARGETING:** Kuwait
- PLATFORM:** Instagram



1.8M
Total Impressions

8.6K
Total Clicks

0.48%
CTR

SOURCE: M2R



- BRAND:** Cloud9 By Al Bahar Group
- OBJECTIVE:** Awareness & App Installs
- MODULE:** CPC (Cost-Per-Click), CPI (Cost-Per-Install)
- TARGETING:** Kuwait
- PLATFORM:** Instagram



3.8M
Total Impressions

17K
Total Clicks

1.83%
CTR

4K
App Installs



SOURCE: M2R

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GO BACK TO MENU



RETAIL



BRAND:	Trafalgar - Tag Heuer
OBJECTIVE:	Awareness & Conversion
MODULE:	CPM (Cost-Per-Mille)
TARGETING:	Kuwait
PLATFORM:	Instagram



1.6M
Total Impressions

3.3K
Total Clicks

0.21%
CTR

SOURCE: M2R



BRAND:	Trafalgar - Aigner
OBJECTIVE:	Awareness & Conversion
MODULE:	CPM (Cost-Per-Mille)
TARGETING:	Kuwait
PLATFORM:	Instagram, GDN



3.1M
Total Impressions

5.8K
Total Clicks

0.19%
CTR

SOURCE: M2R

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BRAND: Trafalgar - Abriez

OBJECTIVE: Awareness & Conversion

MODULE: CPM (Cost-Per-Mille) & CPC
(Cost-Per-Click)

TARGETING: Kuwait

PLATFORM: Instagram, GDN, SEM



9.6M

Total Impressions

17.6K

Total Clicks

0.18%

CTR

SOURCE: M2R



BRAND: Al Bahar Online – 75 Years Anniversary

OBJECTIVE: Awareness & Conversion

MODULE: CPM (Cost-Per-Mille)

TARGETING: Kuwait

PLATFORM: Instagram, Facebook, MSN,
Spotify, YouTube & Google GDN



32M

Total Impressions

280K

Total Clicks

0.88%

CTR

SOURCE: M2R

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GO BACK
TO MENU



RETAIL

BRAND:	Al Bahar Online – Canon Offer
OBJECTIVE:	Awareness & Conversion
MODULE:	CPM (Cost-Per-Mille)
TARGETING:	Kuwait
PLATFORM:	Instagram, LinkedIn, Facebook, YouTube & GDN



1.2M
Total Impressions

21K
Total Clicks

1.75%
CTR

SOURCE: M2R

GO BACK TO MENU



HEALTH & FITNESS



مستشفى طيبة
TAIBA HOSPITAL

BRAND: Taiba Hospital

OBJECTIVE: Awareness & Reach

MODULE: CPM (Cost-Per-Mille)

TARGETING: Kuwait

PLATFORM: Instagram



12M

Total Impressions

26.9K

Total Clicks

0.22%

CTR

SOURCE: M2R



BRAND: Gold's Gym (Men) – Subscription Offer

OBJECTIVE: Lead Generation & Messaging Conversation

MODULE: CPM (Cost-Per-Mille), CPL (Cost-Per-Lead)

TARGETING: Kuwait

PLATFORM: Instagram



250K

Total Impressions

3.5K

Total Clicks

2.97%

Conversion Rate

104

Quality Leads

SOURCE: M2R

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HEALTH & FITNESS

GO BACK
TO MENU



BRAND:

Gold's Gym (Ladies) – Brand Recognition

OBJECTIVE:

Lead Generation

MODULE:

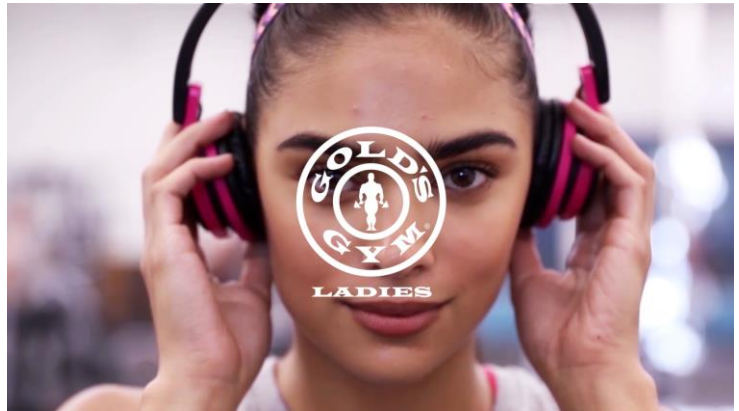
CPM (Cost-Per-Mille), CPL (Cost-Per-Lead)

TARGETING:

Kuwait

PLATFORM:

Instagram, Snapchat, GDN



SOURCE: M2R

1.2M

Total Impressions

8.1K

Total Clicks

2.02%

Conversion Rate

164

Quality Leads



SERVICES

GO BACK TO MENU



BRAND: DHL – Easy Shop

OBJECTIVE: Awareness & Conversions

MODULE: CPC (Cost-Per-Click), CPV (Cost-Per-View)

TARGETING: Kuwait

PLATFORM: YouTube, GDN, SEM

HOW DHL EASYSHOP WORKS



SOURCE: M2R

8.4M

Total Impressions

106K

Total Clicks

3.3%

Conversion Rate

3.5K

Conversions



BRAND: KNET – E-Stamp Awareness (AM Agency)

OBJECTIVE: Awareness & Reach

MODULE: CPM (Cost-Per-Mille)

TARGETING: Kuwait

PLATFORM: Instagram



1.2M

Total Impressions

5K

Total Clicks

0.42%

CTR

SOURCE: M2R

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OUR DIGITAL PARTNERS

TO PROVIDE STRATEGIC, PERFORMANCE BASED DIGITAL MARKETING SOLUTIONS, USING PREMIUM INVENTORY AND ADVANCED TARGETING CAPABILITIES, BACKED BY INTELLIGENCE



ABOUT M2R GROUP

We are the experts who bring innovative media and advertising services to Kuwait and the region. Our strong business partnerships rest on diverse innovative minds that drive us all to growing success. Our new ambition, "Media ROI", is our new way to develop strategies made with innovative creators. Our teams are now shaping the future of our company, and are assisting our partners in shaping theirs too.

Since 2005, we have remained true to our mission "the preferred media partner" to our clients. We delivered the best media solutions that connected our partners with their consumers through efficient media campaigning.

We at M2R have a 360 degree approach to your marketing and communication needs. We can put together a solution that will not only meet your business objectives, but take it to the next level.

DOOH SCREENS • STATIC • MALLS • CINEMA • RADIO • AIRPORT • DIGITAL • SPORTS



The logo consists of the letters 'm', '2', and 'r' in a bold, rounded font. The 'm' and 'r' are blue, while the '2' is white with a blue shadow effect, making it appear to be layered behind the other letters. The background is a dark space with a starry field and a network of white lines connecting nodes, overlaid on a view of Earth from space.

m2r

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