

MMA MENA & WARC[^] RANKINGS

STATE OF THE INDUSTRY REPORT

2/3

MARKETERS
ADAPT A
MOBILE-FIRST
APPROACH



Brand Awareness is the most common key objective in MENA Mobile Marketing campaigns by

65%



MAJORITY OF THE MENA MARKETING PROFESSIONALS EXPECT GROWTH IN MOBILE BUDGETS



SOCIAL IS THE MOST USED MARKETING CHANNEL WITH MOBILE



M-COMMERCE AND MOBILE GAMING ARE AMONG THE MOST IMPORTANT INDUSTRY CHANGES DURING COVID-19

INCREASING M-COMMERCE:

THE FUTURE OF MOBILE TECHNOLOGY LOOKS TOWARDS AI, MACHINE LEARNING AND MOBILE WALLET

CHATBOT IS CURRENTLY THE MOST IMPORTANT BY:



MOBILE MARKETING NEEDS TO OVERCOME METRIC AND MEASUREMENT PROBLEMS TO REALISE GROWTH POTENTIAL