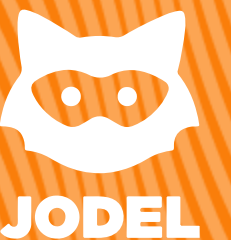


THE JODEL APP IN KSA

September 2023





Today's Agenda

1. Jodel App

2. Jodel Users

3. Jodel Ads

4. Cases



1. Jodel App



JODEL FILLS THE GAP IN DIGITAL LOCAL COMMUNICATION



GLOBAL



FRIENDS



LOCAL





NORTHERN EUROPE & MENA ARE HOME TO THE LARGEST JODEL COMMUNITIES





USERS DISCOVER VARIOUS USE CASES ALONG THEIR CUSTOMER JOURNEY



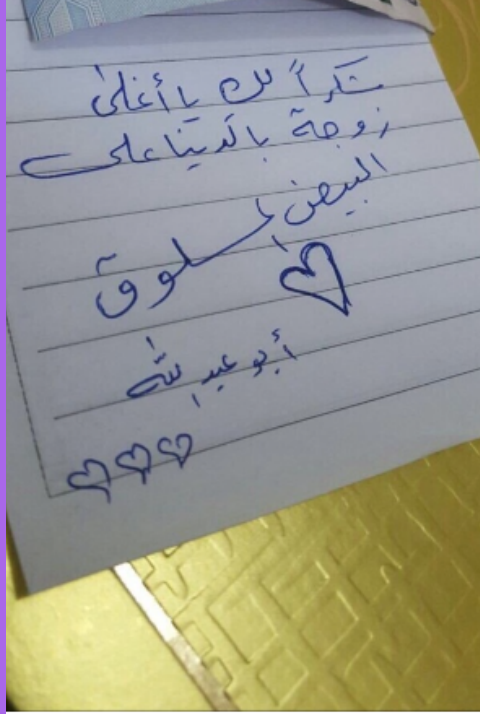


01 Jodel Intro

JODEL ALL OVER SAUDI ARABIA ENBALES USERS TO DISCOVER AND ENGAGE WITH THE VIBRANT COMMUNITIES AROUND THEM

Jodel in KSA

07

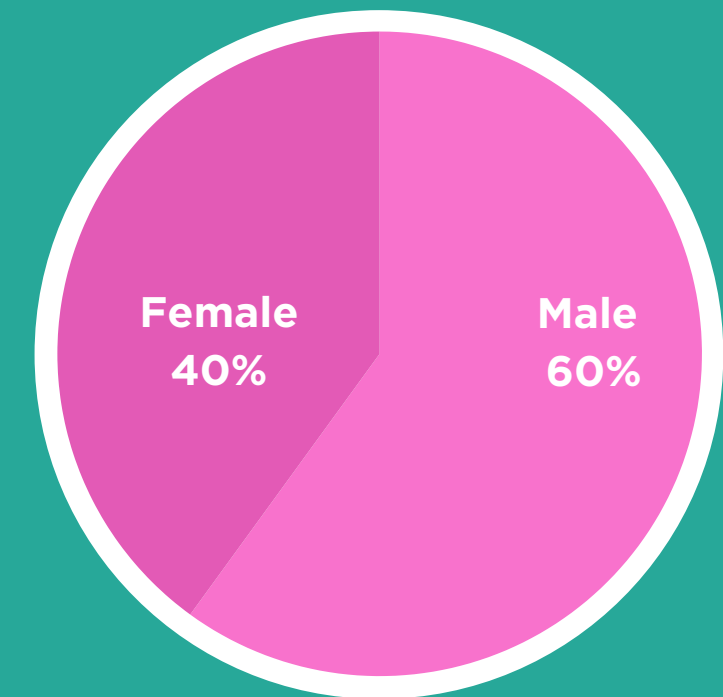
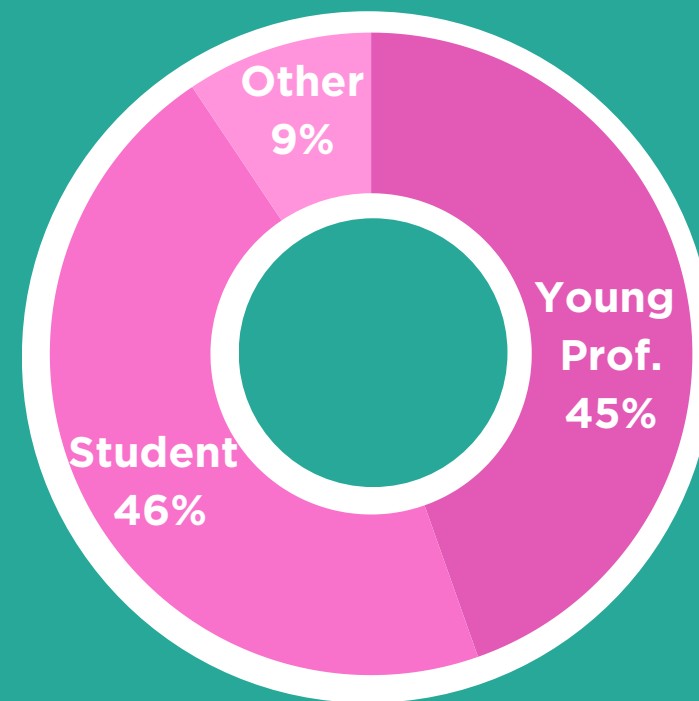
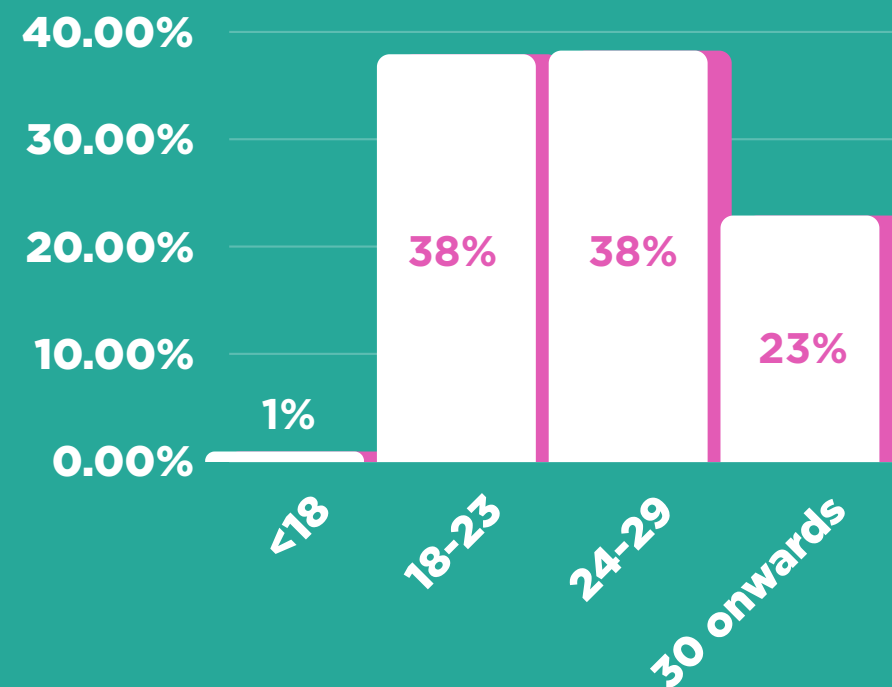




2. Jodel Users



THE MAJORITY OF THE JODEL KSA COMMUNITIES ARE BETWEEN 18 AND 29 YEARS OLD



76% of users are between 18-29 years old

Most of our users are either Young Professionals or Students

60% of users in KSA are male & 40% are female



KEY FACTS & FIGURES



**Monthly
Visits**

88 Mio.



**Monthly
Posts**

~10 Mio.



Top Cities

**Riyadh, Jeddah,
Buraydah, Medina**



3. Jodel Ads



800.000 MAUS ARE HIGHLY ENGAGED CREATING ALMOST 200M AD IMPRESSIONS



Monthly Unique Users

800.000



Monthly Visits

88 Million



Monthly Ad Impressions

192 Million



Avg. CTR

2.51%

Note: Avg. CTR 1st Jun - 31th Aug 2023



WE OFFER PREMIUM ADS VIA IO (NATIVE + STANDARD) AND PROGRAMMATIC ADS



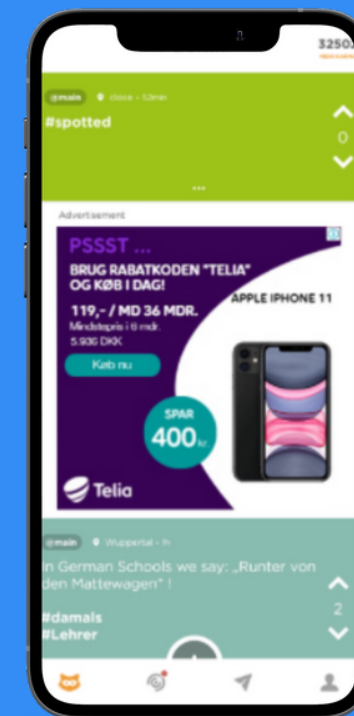
1.

Premium Display



2.

Native Ads



3.

Programmatic Ads

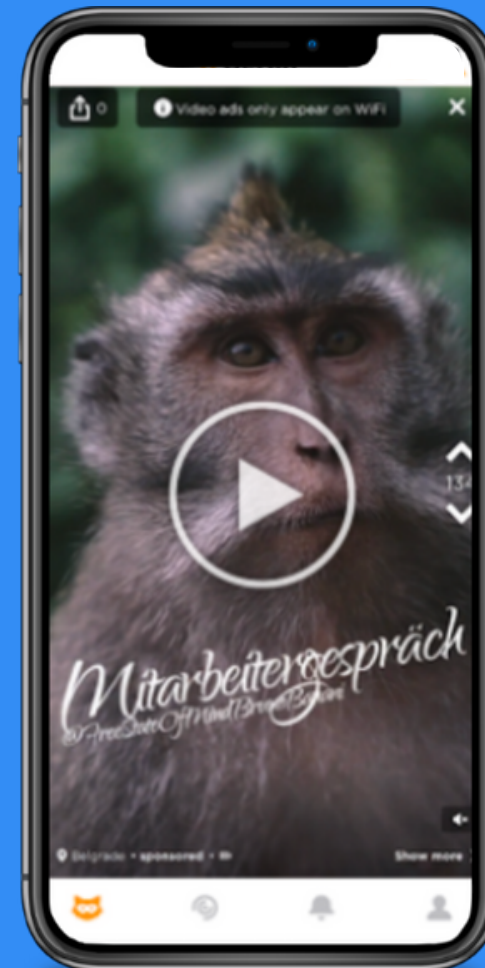


OUR PREMIUM ADS INCLUDE MOBILE DISPLAY AND MOBILE VIDEO

Mobile Display



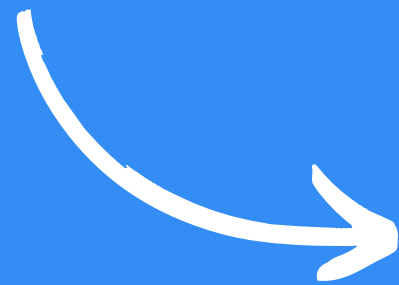
Mobile Video





MOBILE DISPLAY ADS CAPTURE MAXIMUM ATTENTION OF THE USERS

Mobile Display



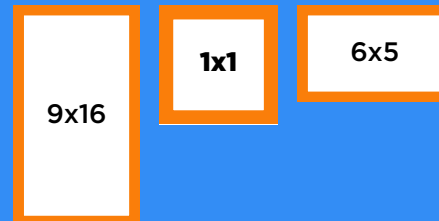
Use Case

Works to create awareness in a simple manner and send traffic to your pages.

KPI

- Viewability
- Impressions
- Clicks

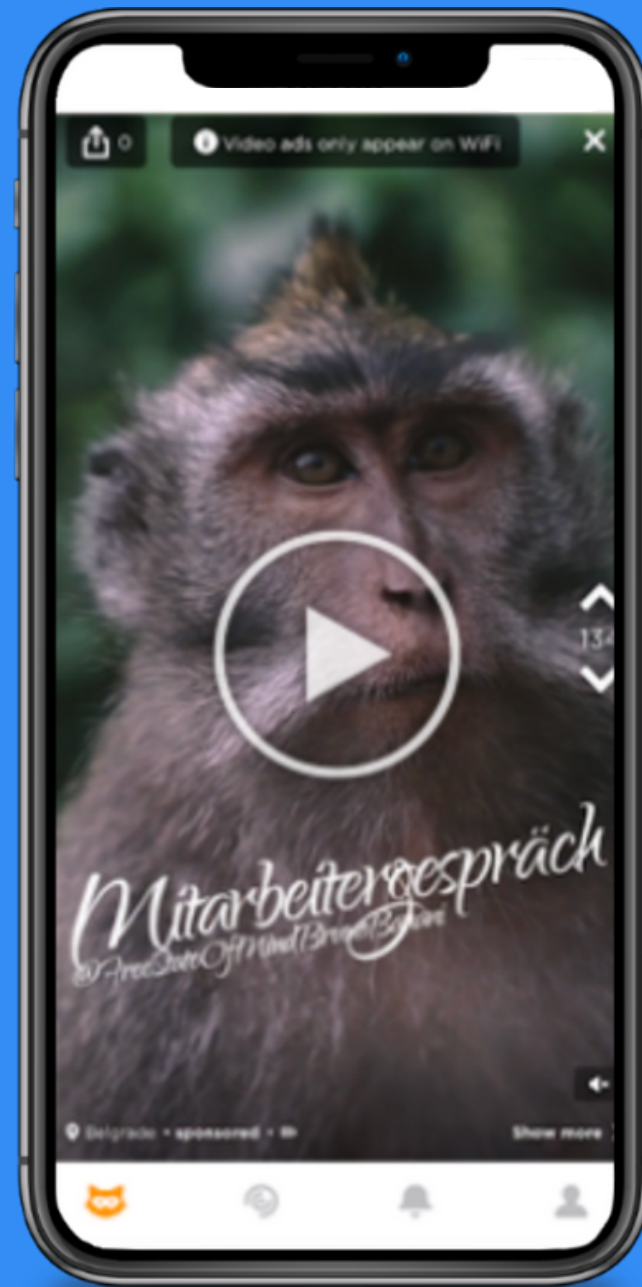
Formats:





YOU CAN USE 15 SEC VIDEOS TO ADVERTISE

Mobile Video



Use Case

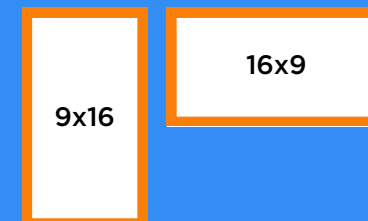
Works to go with a more emotional approach, therefore great for Branding & making sure your messages stick.

KPI

- Viewability
- VTR

Formats

- Length: 15 seconds max





JODEL NATIVE ADS ARE HIGHLY ENGAGING



Post & Poll

Use Case

Highly engaging ads which can be used for direct communication with Jodel users!

KPI

- Impressions
- Clicks
- Engagement (post opens, pins, shares...)

Formats

- Post
- Poll

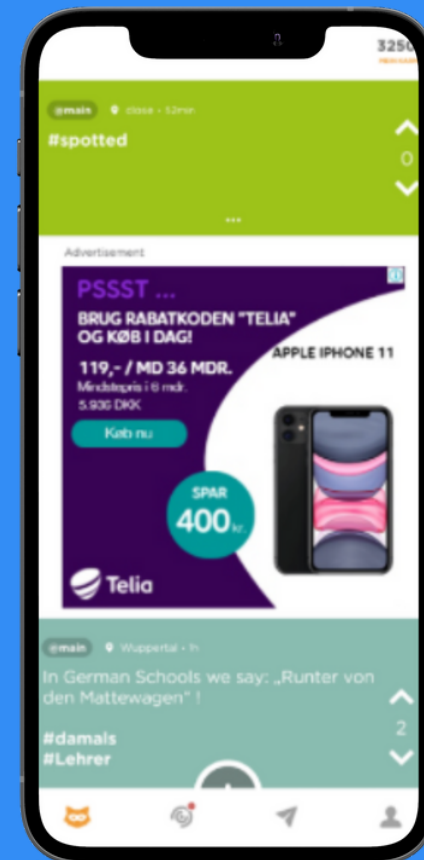
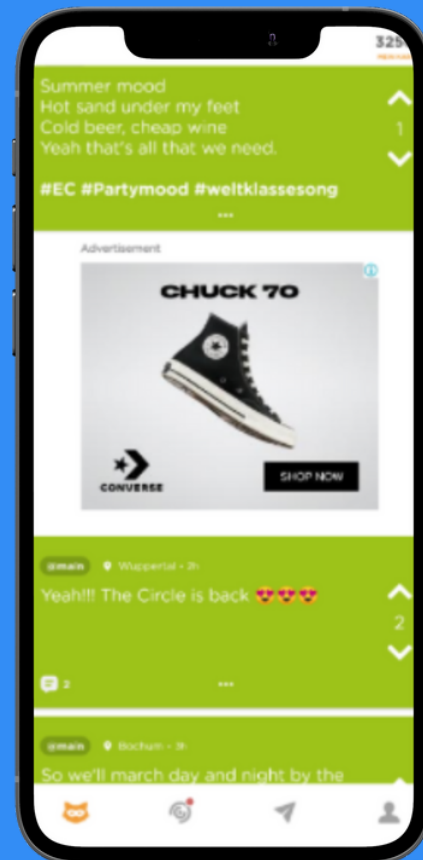


YOU CAN ALSO BOOK VIA PROGRAMMATIC

300x250

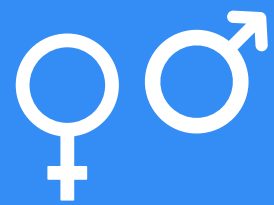
320x320

320x480





VARIOUS TARGETING OPTIONS WITH 1ST PARTY DATA ARE AVAILABLE



Gender



Location



Age



Occupation

(e.g. Students or Young Professionals)



THE RATE CARD JODEL KSA OFFERS FORMATS FROM \$2.40 CPM ONWARDS

	1.	1.	2.	3.
	Mobile Display	Mobile Video	Native Ads	Programmatic Ads
Format	1080x1080 1080x1920 max. 700KB	1080x1920 <15 seconds max. 5MB	Boosted Post Boosted Poll	300x250 320x320 320x480 max. 700KB
CPM	\$4.50	\$5.00	\$3.00	\$2.40 \$2.60 \$3.00
Additional CPM per targeting option	\$0.50	\$0.50	\$0.50	\$0.50



GLOBAL BRANDS USING JODEL ACROSS EU

easyJet

zalando

Lufthansa

EY
Building a better
working world

SIXT share

amazon

NETFLIX

O₂

Levi's

pwc

COMMERZBANK



Volkswagen



tinder

Fraport



Spotify

ebay



vodafone

KPMG

DB BAHN

TikTok

sky

Deloitte.

Swappiets





4. Cases



1ST AD CAMPAIGN ON JODEL KSA REACHED AN INCREDIBLE CTR OF ~17%



Goal:
Promotion of on-demand delivery service in Jeddah



Ad Type:
Boosted Post

CTR
17% (!)



Outcome
Awareness in Jeddah for a low budget and 9.526 website clicks. MrSool followed up with a larger campaign.



KRISPY KREME BOOSTED LOCAL SALES IN RIYADH DURING RAMADAN



Goal:
Product awareness during Ramadan



Ad Type:
Mobile Display

CTR
4,45%



Outcome:
The sales of local Krispy Kreme stores were boosted through 4 week campaign in Riyadh during Ramadan

شكراً على وقتكم وحسن استماعكم

**Thank you for your time and your
listening**



JODEL