

# Saudi Arabia Online Marketing Quick Facts

## Saudi Arabia:

**Saudis Share More Online than Any Other Country**

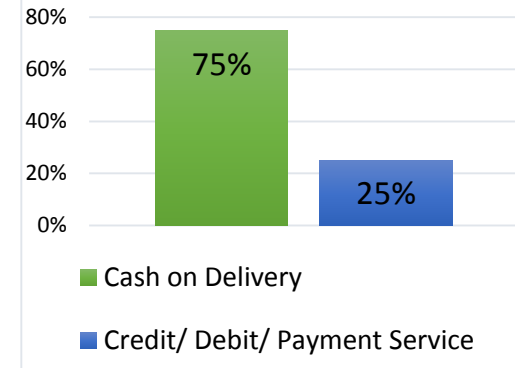
**The Largest User of  YouTube**

TOP Social Media:  Instagram,  Facebook,  Twitter

## 5 Most Visited Websites:

- 1- Google.com.sa
- 2- YouTube.com
- 3- Google.com
- 4- Facebook.com
- 5- Twitter.com

## Payment Method on Ecommerce Sites



Map of **TOP CITIES TO TARGET** (labeled with stars)



## 5 Most Popular Ecommerce Sites:

- 1- Dukkanafkar.com
- 2- Chira2.com
- 3- souq.com
- 4- www.sukar.com
- 5- Saudipaypal.com

**SEARCH ENGINE MARKETING**  
95-97% of the market share is for



## Mobile Marketing

68.6% Mobile Penetration  
19 Million Mobile Users

**Online Display Advertising, Ad spend per internet user: \$7.80**

**SEO Competition in Saudi Arabia is **Low to Moderate** in English – **Low** in Arabic**

**Paid Search in Saudi Arabia (PPC) is not competitive in most niches**

**Approximately less than 50% of ad placements are taken up.**