

HIGHLY DISCOUNTED RAMADAN CAMPAIGN PACKAGES! ORDER TODAY

2016

JUNE 2016 | ISSUE 01

RAMADAN

**HIGHLY
TARGETED**

PARTNERING WITH
PREMIUM AD
SOLUTIONS

→ **keek**

→ اردو پوائنٹ

keek

A GLOBAL LEADER
IN SOCIAL VIDEO
CONTENT...

EXCLUSIVE!

**ENGLISH,
ARABIC &
URDU, NOT
MISSING
OUT ON ANY
OF THE
CONSUMERS
IN THE
REGION !!**

JUNE / JULY | 2016

adzouk
رمضان
RAMADAN
KAREEM

WWW.ADZOUK.COM

GET SEEN

THIS RAMADAN WITH ONE OF OUR RAMADAN PACKAGES

With an abundance of local/regional Arabic premium websites within the network, AdZouk can offer advertisers the perfect environment for targeting users throughout Ramadan!

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Stop bombarding. Start engaging.

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AdZouk also exclusively representing the leading Pakistani (URDU) website in the region, WWW.URDUPOINT.COM, covering the entire GCC's URDU speaking expats.

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ENGLISH, ARABIC & URDU, NOT MISSING OUT ON ANY OF THE CONSUMERS IN THE REGION !!

12 PACKAGES

Please note that this offer is only valid for campaign to be delivered in Ramadan.



WHY ADZOUK

AdZouk is region's largest Ad Network with the ability to target users across the MENA region with maximum efficiency and accuracy, doing so in an innovative, engaging and diverse manner.



KEEK LEADERS IN ARABIC VIDEO

"Keek" is a social network that connects people via 36-seconds video updates known as "Keeks".



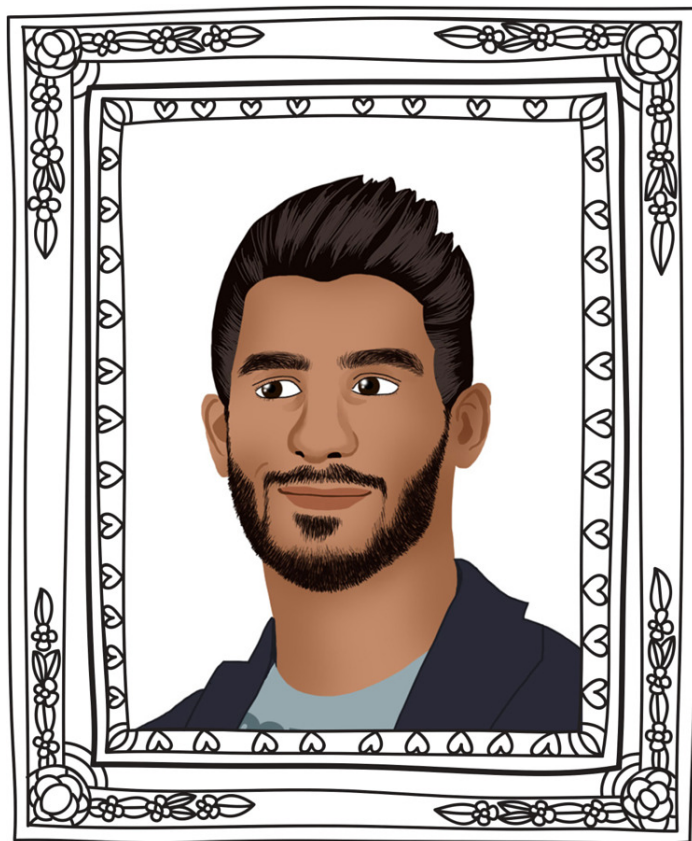
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WWW.ADZOUK.COM



ADZOUK



NOTE FROM MO

Mohammad Alkurdi - Head of Advertising

Ramadan Mubarak! - which means "Holly Ramadan" it is a greeting that Muslims around the world use to greet each other during this month, it is a greeting that anyone can use no matter what your faith is!

During this month, users' buying habits change, with more time being spent digesting TV & Digital content. *Day Part Targeting* is pivotal here; knowing when to target a user on their desktop device during the day, and Mobile / Tablet in the evening - with AdZouk you can!

Our team look forward to working with you during the Holy month of Ramadan, so get your brand seen this month with one of our packages.

Have a peaceful and happy Ramadan!

Mohamad Alkurdi

YOUR QUESTIONS ANSWERED...



WHY DO MUSLIMS FAST?



The fast is intended to bring the faithful closer to God and to remind them of the suffering of those less fortunate. Muslims often donate to charities during the month and feed the hungry.

Fasting is an exercise in self-restraint. It's seen as a way to physically and spiritually detoxify by kicking impulses like morning coffee, smoking and midday snacking.

Ramadan is a time to detach from worldly pleasures and focus on one's prayers. Many Muslims dress more conservatively during Ramadan and spend more time at the mosque than at any other time of the year.



HOW DO MUSLIMS BREAK THEIR FAST?

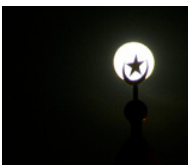


Muslims traditionally break their fast like the Prophet Muhammad did some 1,400 years ago, with a sip of water and some dates at sunset. That first sip of water is by far the most anticipated moment of the day.

After a sunset prayer, a large feast known as "iftar" is shared with family and friends. Iftar is a social event as much as it is a gastronomical adventure. Across the Arab world, juices made from apricots are a staple at Ramadan iftars.



HOW IS THE END OF RAMADAN MARKED?



The end of Ramadan is celebrated by a three-day holiday called Eid al-Fitr. Children often receive new clothes, gifts and cash. Muslims attend early morning Eid prayers the

day after Ramadan. Families usually spend the day at parks and eating — now during the day.



WHAT IS RAMADAN ALL ABOUT?

— Millions of Muslims around the world will mark the start of Ramadan on Monday the 6th of June, a month of intense prayer, dawn-to-dusk fasting and nightly feasts. Here's a look at some questions and answers about Islam's holiest month:

WHAT ARE SOME RAMADAN TRADITIONS?

Typically, the start of the month is welcomed with greetings such as "Ramadan mubarak!" Another hallmark of Ramadan is nightly prayer at the mosque among Sunni Muslims called "taraweeh."

In Egypt, a common sight during Ramadan is a lantern called the "fanoos," which is often the centerpiece at an iftar table and can be seen hanging in window shops and balconies.

In the Arabian Gulf countries, many families and Sheikh's hold "majlises" where they open their doors for people to pass by all hours of the night for food, tea, coffee and conversation. You can also visit one of the many popular Ramadan tents that is put on in nearly every Hotel, it is a place to meet friends and family, and to also talk business!

Sporting activities are very popular at night with many friends getting together to play football, beach volley ball, as well as other gatherings in the desert.

Most of the Malls have extended trading hours and it is a regular site to see them heaving with people at midnight!

⊕ AD PERFORMANCE SECTION

**ENGAGE,
TARGET,
AND
CAPTURE
YOUR
AUDIENCE**



THE 3 THINGS YOUR CAMPAIGN NEEDS TO HAVE THIS RAMADAN

→ Day parting



Target your audience based on key timings, narrow it down to the two hours before iftar and sahoor. Brands who have had previous success with AdZouk include; Nescafe, Maggi,

Vimto, Pepsi, Masafi. As a GCPP we use DFP premium, and have the ability to serve ads at specific times throughout the day. To ensure that your brand stands out this Ramadan, discover the advantage of *Day Parting*.

→ Female vertical



Target campaigns to specific verticals, premium audience segments. 3rd party audience segments. users heavily search for ramadan related food

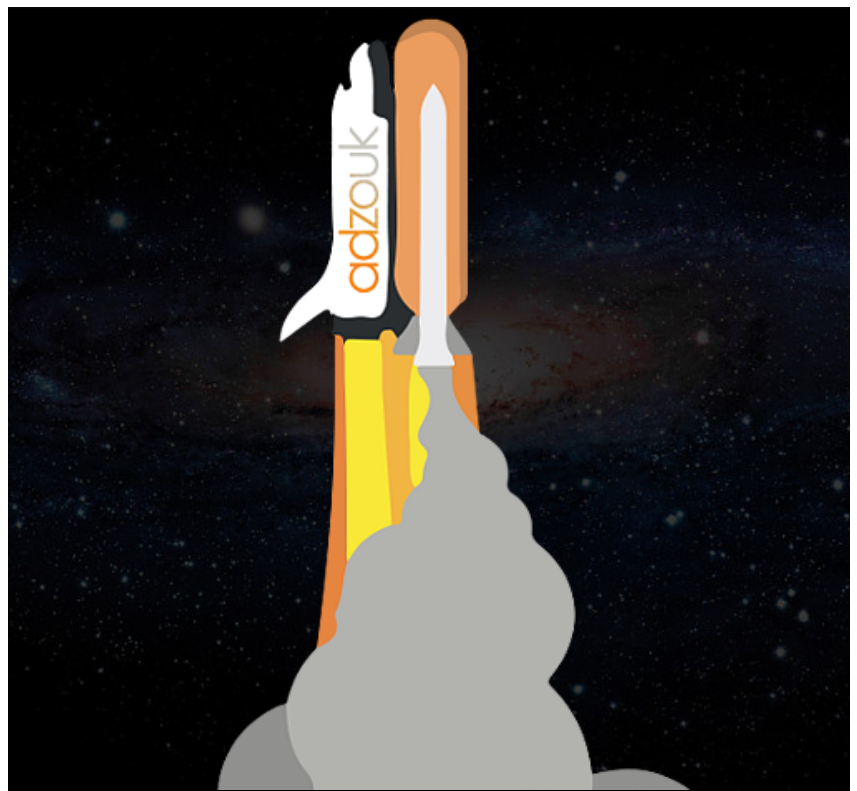
blogs and recipe sites, that offer inspiration and cooking tips to provide their family with the best possible dish to break the fast with. AdZouk allows brands to serve users with relevant ads (native, rich media and video).

→ Contextual and behavioural targeting



AdZouk has also taken behavioral re-targeting to the next level using enhanced Google technology, plus in-depth data collection and analysis, to create specific user segments and custom audiences.

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AD PERFORMANCE

At AdZouk we're fully committed to being at the forefront of digital advertising within the MENA region. Whether its one of our innovative products, using enhanced technology or advances towards programmatic media in our PMP, AdZouk considers itself a pioneer within the region's digital landscape.

Discover how you can engage with your target audience with direct access to a network of premium publishers.

We adhere to thorough quality service standards, when looking after our clients, our ADOPS support team speaks multiple languages and are available to help you increase your earnings 24/7. Your personal Account Manager will be on hand to discuss your campaign performance and how to enhance your results.

3 REASONS WHY TO CHOOSE ADZOUK

→ GCPP



Why choose a certified partner? Because every day we help publishers like you set up ads, manage and optimize them, and analyze the results.

We handle the details so you're free to spend your time on what you do best: creating great content for your site. In fact, Google has provided us with a badge, so that you as a publisher can trust us as a Certified Publishing Partner.

→ SOCIAL VIDEO



A Global Leader in Social Video Content...

"Keek" is a social network that connects people via 36-seconds video updates known as "Keeks".

With a host of unique features, "Keek" is a powerful new way to connect & engage with others. Users can follow &/or subscribe to other users; respond to "Keeks" with text or video comments via "Keekbacks".

→ ARABIC SITES AND CONTENT



We're getting closer & closer to the "every-day" users, speaking their language, talking their dialect.

English, Arabic & URDU, not missing out on any of the consumers in the region..Our latest partners are "Keek" Arabic social video app & "URDUPOINT" content in URDU.



WHY ADZOUK

AdZouk is region's largest Ad Network with the ability to target users across the MENA region with maximum efficiency and accuracy, doing so in an innovative, engaging and diverse manner.

We specialize in in depth behavioral and contextual targeting methodologies, pinpointing a users' online interests via granular cookie data and then serving them with an ad that is more relevant to their online behaviors.



Stop bombarding. Start engaging.



OUR EXCLUSIVE PARTNERS

AdZouk is always partnering with premium ad solutions, to assure that your brand get to the right audience, at the right time, always accurate, relevant & with our placement getting the right exposure & engagement from the end users.

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LARGEST PAKISTANI WEBSITE +500M IMP/MO 6M FANS

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URDUPOINT, being the largest Pakistani website, you know how many Pakistanis & URDU speaking expats are in the GCC? and all of them fast in Ramadan as they are in Muslims countries.

GET THE DEAL

FOR RAMADAN PACKAGES PLEASE CONTACT FOR RATES

**Please note that this offer is only valid for campaign to be delivered in Ramadan.
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