



BRINGING MOBILE EXPERIENCE TO LIFE

Important facts about SmartPhone activities in MENA

- An average adult spends nearly an hour a day on his/her mobile device
- 60% of MENA users check their smartphones more than twice a day
- Smartphone where and will still be the primarily devices used for communication.
- 87% of MENA users stated that home is the Top place where a smartphone is used

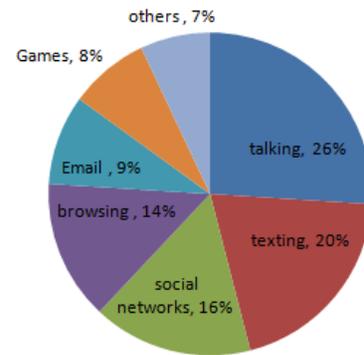
A deeper look into the MENA SmartPhone activity consumption

Having a powerful computer at your fingertips wherever you are located is pretty remarkable. Being able to check your email, news and information updates, sport scores, and so forth is just amazing these variables are making Smartphones devices so compelling and addictive to get more than 60% of users checking their smartphones more than twice a day. Number of daily sessions on Smartphone varies according to a country culture, but overall the majority of users claiming they check their smart phones more than 4 times a day!

| Country | Multiple times | 2-3 times | Once | Not at all | Don't know |
|--------------|----------------|-----------|------|------------|------------|
| Egypt | 31% | 20% | 25% | 23% | 2% |
| Saudi Arabia | 59% | 13% | 13% | 14% | 1% |
| UAE | 67% | 14% | 11% | 6% | 1% |

It is not only enough to mention how many times a user check his / her smart phone, as it is also important to know how much time a user is spending on a smartphone. latest studies find out that users spend an average of 58 minutes a day on their smart phones, and by breaking the spent time down users spend 26% of their smartphone time talking, 20% texting, 14% browsing and searching, 16% Social networking , 9% e-mailing and 8% playing games leaving 7% to "other" activities.

Analyzing this data make it certain that Smartphone where and will still be the primarily devices used for communication.



Where do users use their Smartphones?!

80% Smartphones users in Egypt, 86% Smartphones users in Saudi Arabia versus 94% in UAE agreed that home is the top place a smartphone is used. Below are the TOP 5 places where MENA users are using their smartphones.

| Country | Egypt | Saudi Arabia | UAE |
|--------------------|-------|--------------|-----|
| Home | 80% | 86% | 94% |
| Work | 65% | 66% | 82% |
| On the go | 59% | 65% | 74% |
| Restaurant or Café | 47% | 55% | 67% |
| Airport | 44% | 49% | 75% |

What to do about all of that?!

Whether you've created a mobile app, have a responsive website already or have no mobile strategy at all, what matters is how MENA users are using their smartphones, and how they will be using your mobile app. If users are dedicating almost an hour of their day on their smartphones, how many minutes they will dedicate to your app?!

Here are some advices that help you keep your users engaged and addicted to your mobile app:

- Make it usable on the go, remember that mobile phones were first invented to call people on the go, so your app is assumed
- Communicate with your users, send push notifications & digest newsletters to remind users on daily basis to check out new updates and content in your app
- Create passion to retention, give your users a reason to always come back to your app.
- Create awareness and build love , be available on social media to build up your community
- 24 hours support, listen and respond to users claims, requests and troubles , be always there and keep updating your app with your users' needs