

LIVE mena

***DOMINATING
THE DIGITAL
SPACE SINCE
2008***

We are a results oriented **Digital Agency delivering tangible growth through challenging the digital marketing & advertising landscapes.**

45

Employees

17

Years of growth

3

Countries
KSA, UAE, Jordan



Digitally encoded since 2008 into the very fabric of the online realm.

Our journey has been synonymous with the evolution of digital trends, always a step ahead, always innovating. From the early days of digital marketing to the complex web of today's multi-platform advertising, LIVEmena has been the architect behind countless digital success stories. Our legacy isn't just in the campaigns we've run, but in the digital footprints we've etched across the vast spectrum of the online world.



Our Affiliates





The Only Saudi agency to have premium partnerships with:

Google

Since 2019



Since 2021

Teads

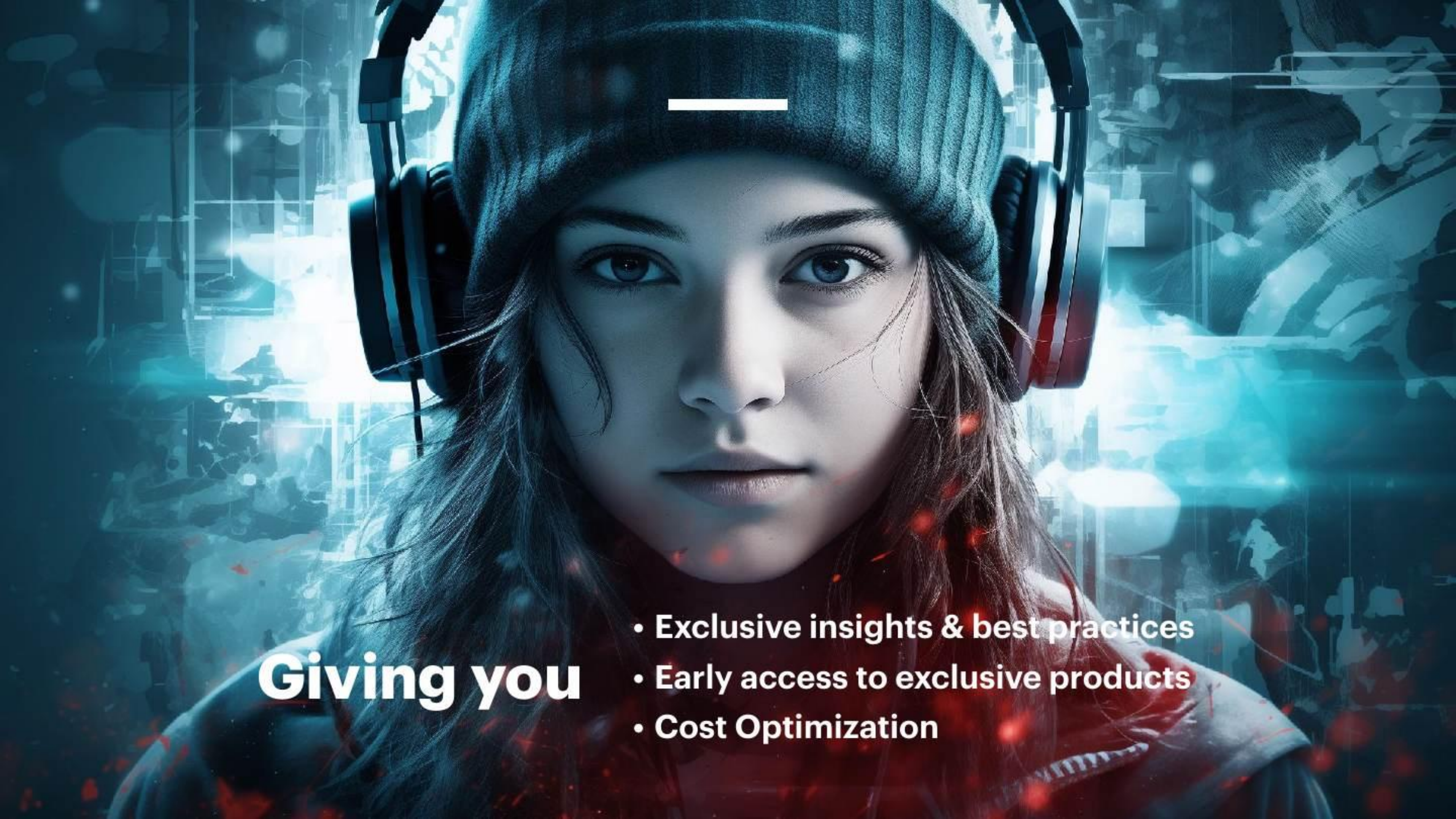
Since 2018

amazon

Since 2021

 Meta
Business Partner

Since 2019



Giving you

- Exclusive insights & best practices
- Early access to exclusive products
- Cost Optimization

Services

Dominating the digital space

- Strategic Planning
- Social Media Management
- Social Listening

- Online Marketing
- Online Media Planning/
Buying
- Web & Mobile
Application Development
- IOT Hardware Activations



Our locations and partners

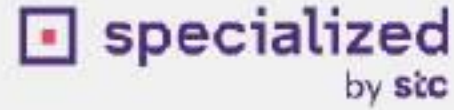
- Hakuhodo
- Ariadna
- Unlimited

43 countries

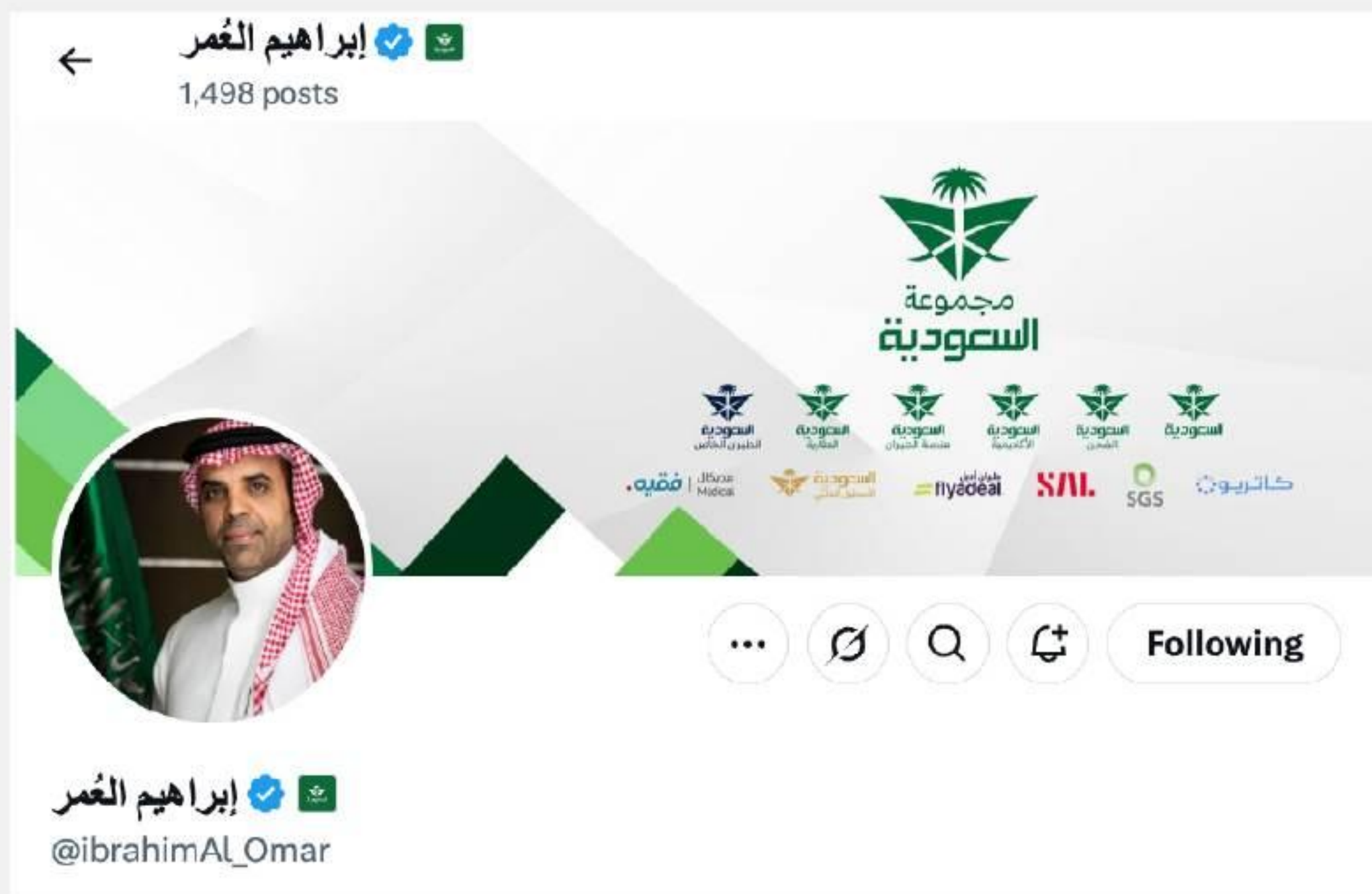
5,500
colleagues

5 continents

Local Clients



Managing HE. Director General Account





BIDDING NATION
SAUDI ARABIA

Publishing Campaign

**-Launch of 9
bilingual social
accounts**

**-Instant and
scheduled publishing
of +560 posts
across all channels
during one week**

Saudi Arabia FIFA World Cup™ 2034 bid

July 2024



SOCIAL LISTENING

The image features a white background with abstract teal and blue geometric shapes. On the left, a large speech bubble shape is filled with a vertical gradient from light blue at the top to a darker blue at the bottom. To the right of this, there is a solid teal shape that forms a large, stylized letter 'A'.

What

Social Listening is the process of monitoring digital conversations across social media platforms, news sites, blogs, and forums to track mentions of a brand, industry trends, customer sentiment, and emerging discussions.

Why

- **Real-Time Audience Insights** – Understand what your audience is saying.
- **Brand Reputation Monitoring** – Track sentiment and respond proactively to public perception.
- **Competitor Benchmarking** – Analyze competitors' performance and identify industry trends.
- **Data-Driven Decision Making** – Leverage AI-powered analytics to refine marketing strategies.
- **Crisis Management** – detect crisis and take swift action.
- **Enhanced Customer Engagement** – Improve interactions by addressing feedback and preferences.
- **Cross-Platform Coverage** – Monitor conversations across multiple channels.

Expertise and Experience

We have the deepest social listening knowledge to uncover trends and audience insights.

Cross Platform Management

We track and centralize conversations across multiple platforms effortlessly.

Comprehensive Analytics

We Analyze audience sentiments, benchmark competitors, and refine strategies.

Why LIVEmena

Flexibility in Data Exploration

We do custom dashboards and reports tailored to your needs

Consistency & Planning

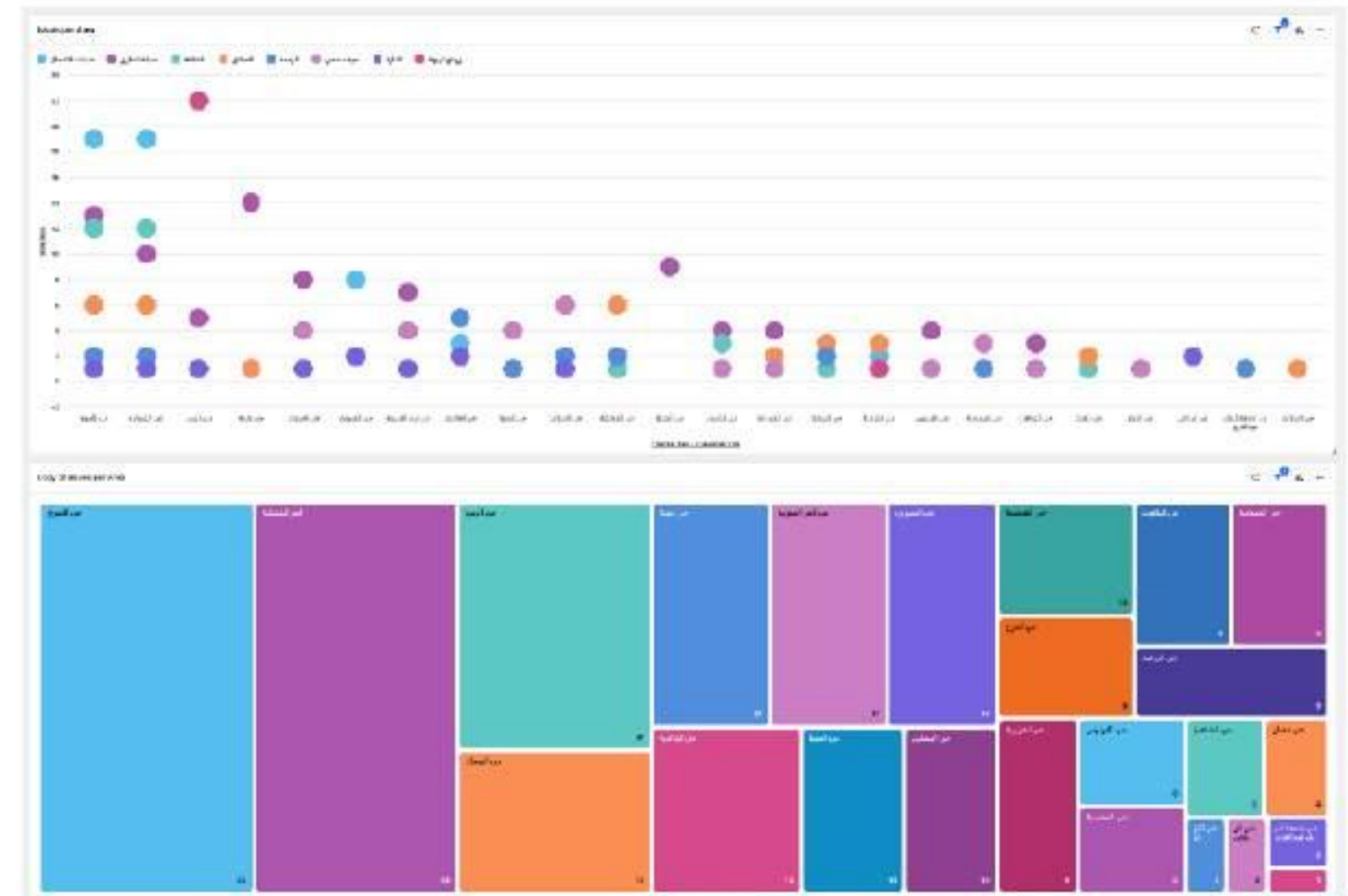
Real-time monitoring ensures you never miss a trend.

Team Collaboration and Accessibility

Instant alerts for quick responses, crisis management, and plan shifts.

هيئة تطوير محافظة جدة
Jeddah Development Authority

- We developed a customized dashboard to analyze all of the challenges in Jeddah's services and infrastructure and tailored the reporting framework to align with JDA's specific requirements



Social Listening Case

هيئة تطوير محافظة جدة
Jeddah Development Authority



A detailed sample of
the comprehensive
monthly report



Social Listening Case

هيئة تطوير محافظة جدة
Jeddah Development Authority



-A sample of some key outcomes from a specific report which was for the fire of Jeddah international mall

- the report contains:

- | | | |
|------------------------------------|--|------------------------------|
| 1. engagement numbers | 4. column chart of trending # | 7. most engaged posts |
| 2. sentiments | 5. column chart of our source (channels) | 8. followed issues |
| 3. line graph of specific keywords | 6. pie chart of content distribution | 9. the most engaged accounts |

أخبار السعودية
@SaudiNews50

عاجل..

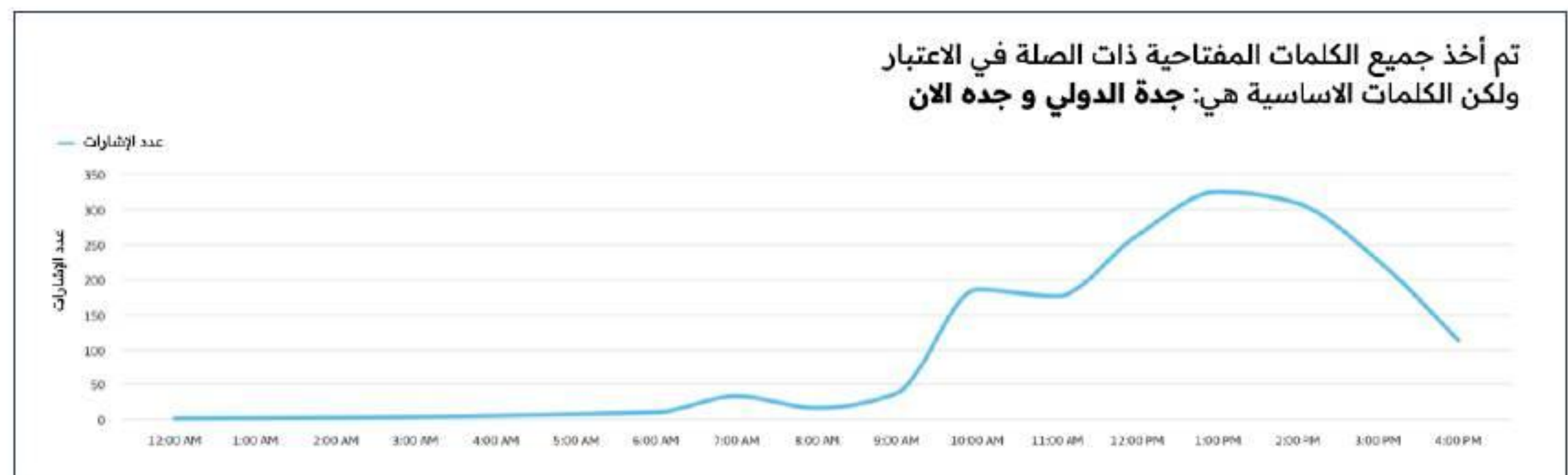
استشهدا اثنين من رجال الدفاع المدني أثناء أداء مهام عملهما في إخماد حريق سوق #جدة الدولي بحي الروضة:

الجندي أول / أكرم جمعة الجهني.

الجندي / عبدالله مناحي السبيعي.

Translate post

8:07 PM · Sep 29, 2024 · 2.7M Views



The background features abstract geometric shapes in shades of purple and pink. On the left, there are large, overlapping triangles and polygons. On the right, there are horizontal bars and a large, stylized letter 'E' shape, all in a vibrant pink color.

CASE STUDIES



BIDDING NATION
SAUDI ARABIA

KSA2034 BID BOOK REVEAL

Saudi Arabia FIFA World Cup™ 2034 bid

July 2024





-Launch of 9
bilingual social
accounts

-Instant release of
+560 posts
across all
channels during
one week
campaign



260K+

Mentions

14.5B

Reach

Net Sentiment





+150K

user engagement



 Join the squad



[Home](#)



My Network



Jobs



Messaging



Notifications

Posts

People

Jobs

Companies

Groups

Products

Services

Events

Courses

On this page

Posts

People

More posts



BIDDING NATION
SAUDI ARABIA

I JOINED THE SQUAD!

انضممت لرحلة #ترشح_السعودية2034

Arash Dara

34

#Saudi2034bid

GROWING TOGETHER. | www.nutrilite.com

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NEXT STOP ALULA

 SAUDI ARABIA



السعودية
Saudia

RIYADH SEASON



Objectives:

- Maximize reach (Global + Local)
- Tickets sales
- Mobile app downloads

Challenges:

- Plenty of events all happening at the same time
- Lots of materials to be promoted within short period of time





RIYADH SEASON

Peak performance.



40M+

Reach

100M+

Impressions

2M

Clicks

10M

Video views

92%

Absolute top impression
share on Google Search

FUTURE INVESTMENT INITIATIVE





FII

Objectives:

- Raise Awareness (Global + Local)
- Increase Reach





FII

Results.

THE WALL STREET JOURNAL.

English Edition | Print Edition | Video | Podcasts | Latest Headlines

Home | World | U.S. | Politics | Economy | Business | Tech | **Markets** | Opinion | Life & Arts | Real Estate | WSJ Magazine

The U.S. surpassed 400,000 Covid-19 deaths, according to Johns Hopkins data, just five weeks after topping 300,000



FII 4TH EDITION

THE NEO-RENAISSANCE

MULTI-HUB CONFERENCE
JANUARY 27-28, 2021

[REGISTER](#)

ETS | FINANCE

Goldman Sachs, With Big Earnings Jump, Is Having A Profitable Pan

Wall Street firm's revenue rises 18%, powered by trading and deal making



Goldman Sachs to Settle With U.S. Over Involvement in IMDB Scandal



SET AMONG

14M+
Reach

88M+
Impressions

284K
Clicks

14M
Video views

60
Cities

ECZA



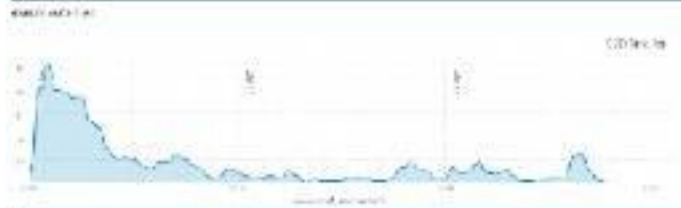
SPECIAL ECONOMIC ZONES LAUNCH CAMPAIGN

ECZA LAUNCH ANNOUNCEMENT



COVERAGE STATS ACROSS SOCIAL & TRADITIONAL MEDIA

+930 Articles published	+240M Reach on traditional	+535 Unique news publications	98.9% Total mentions by government
+10K Initial mentions	+543M Reach on social	+5.3K Unique Twitter users	+75 Initial mentions from government and private sector accounts



TOP 5 LOCATIONS

- 1 KSA → 61% = 590
- 2 Egypt → 14% = 137
- 3 UAE → 8.5% = 81
- 4 USA → 6% = 58
- 5 India → 3% = 27



92% POSITIVE SENTIMENT IN MENTIONS OF ECZA IN TOP TIER MEDIA



MILLIONS OF TWITTER USERS REACHED THROUGH ORGANIZED AMPLIFICATION



MINISTERS HIGHLIGHTED THE ECZA LAUNCH ON PERSONAL CHANNELS



TWEETS FROM GOVERNMENT ENTITIES



PRIVATE SECTOR TWEETS



KEY INFLUENCERS SPREAD THE NEWS WIDELY



COVERAGE BREAKDOWN

COVERAGE SUMMARY

+930
total news articles

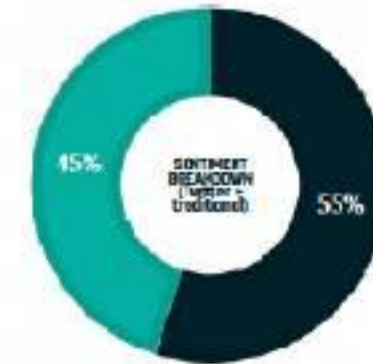
+10K
total Twitter mentions

TOTAL GEOGRAPHIC BREAKDOWN

KSA 74%

Regional & Global 26%

OVERALL SENTIMENT



TOP 5 HASHTAGS

- 1 #المناطق_الاقتصادية_الهاممية
- 2 #اتفاق_جديدة_للتنمية_الاقتصادية
- 3 #ولي_العهد
- 4 #جاران
- 5 #السعودية

ECZA CHANNELS ARE STEADILY GROWING

13-14 April
+24.4K
Total Organic Engagements

+1.6K
New organic followers (Twitter)

+543M
Twitter reach



Saudi's Gate to Global Markets



LANDING IN CHINA IN 24!

Objectives:

- Drive sales by making use of our daily return flights to China
- Getting exposed to distinctive audiences around the Kingdom
- Empowering Saudis in line with the vision 2030

Challenges:

- Lack of exports to the Chinese market
- All return flights from China are empty
- China's challenges in terms of distribution & logistics

520K+

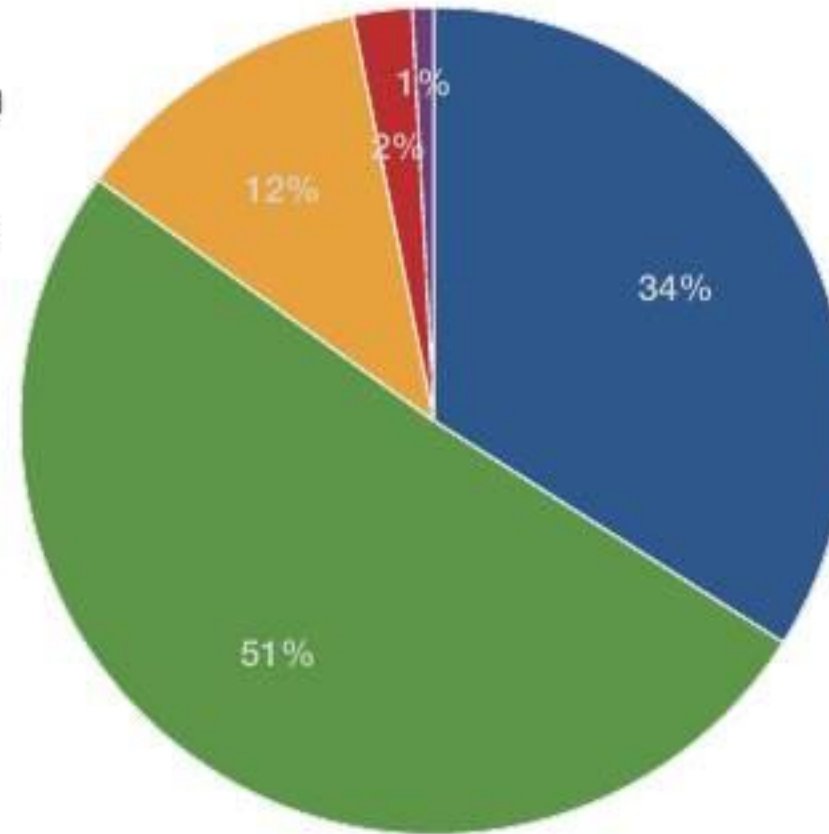
Reach

17K+

Engagement

1.3M+

Impressions



● Mecca Region
● Eastern
● Najran
● Riyadh
● Madinah





Click visual to
watch video



18 Jul • المتحدث الرسمي لهيئة تنم...
نفخر بشراكتنا مع #السعودية للشحن لتمكين رواد الأعمال السعوديين وتسهيل وصول منتجاتهم إلى الأسواق العالمية، بما في ذلك الصين، حيث يمثل تعاوننا المشترك ركيزة أساسية لتحقيق التنمية الاقتصادية وتعزيز الحضور الدولي للسلع والخدمات الوطنية.

18 Jul • ...السعودي | Saudia Cargo

#السعودية للشحن تفخر بدورها كناقل الصادرات السعودية إلى الأسواق العالمية من خلال تقديم أفضل خدمات الشحن المتطورة المدعومة بشبكة رحلات واسعة وذلك للمساهمة في نمو الصادرات المحلية وتعزيز...



هيئة التجارة الخارجية
@gft.sa

تمكن إسهامات #السعودية للشحن الصادرات السعودية بتنوعها وصولاً إلى الأسواق الصينية والعالمية، ترسخ حضور المملكة ودورها في #التجارة الخارجية.

Translate post

22 Jul • ...السعودية للشحن | Saudia Cargo

من السعودية إلى الصين، #السعودية للشحن هي جسر نجاحك في تصدير المنتجات السعودية، حيث تقدم لك خبرة موثوقة وحلول شحن متكاملة تدعم طموحك، ونضمن وصول منتجاتك بأعلى جودة وفي الوقت المحدد...



البرنامج الوطني ل...
@NFDP_KSA

منتجات وطنية من خلال ناقل وطني، لتعزيز نمو صادرات المنتجات الحيوانية والسلمكية من السعودية إلى الصين 🇸🇦🇨🇳

Translate post

22 Jul • ...السعودية للشحن | Saudia Cargo

من السعودية إلى الصين، #السعودية للشحن هي جسر نجاحك في تصدير المنتجات السعودية، حيث تقدم لك خبرة موثوقة وحلول شحن متكاملة تدعم طموحك، ونضمن وصول منتجاتك بأعلى جودة وفي الوقت المحدد...



الصادرات السعودية
@SaudiExports

حلول لوجستية متطورة نمو #الصادرات السعودية وتعزيز قدرتها التنافسية على المستوى الدولي.

Translate post

29 Jul • ...السعودية للشحن | Saudia Cargo

بال تعاون مع شركة جازان للتنمية والاستثمار @jazadco.sa نقلت #السعودية للشحن شحنة مجمدة من الروبيان الذي تم إنتاجه في المملكة إلى مدينة شينغهاي في الصين، كما نشكر عملائنا في شركة جازان للتنمية الرائدة في مجال الاستزراع المائي...



الصادرات السعودية
@SaudiExports

مع #السعودية للشحن، نواصل دفع عجلة التصدير إلى الصين، ونضمن وصول المنتجات والخدمات الوطنية بأعلى جودة وفق أفضل المعايير الدولية.

Translate post

22 Jul • ...السعودية للشحن | Saudia Cargo

من السعودية إلى الصين، #السعودية للشحن هي جسر نجاحك في تصدير المنتجات السعودية، حيث تقدم لك خبرة موثوقة وحلول شحن متكاملة تدعم طموحك، ونضمن وصول منتجاتك بأعلى جودة وفي الوقت المحدد...



Saudi Embassy...
@ksaembassyCHI...

沙特货运为沙特各种出口产品进入中国和全球市场做出重要贡献，使沙特的各种产品深植世界各地。

Translate post

22 Jul • ...السعودية للشحن | Saudia Cargo

من السعودية إلى الصين، #السعودية للشحن هي جسر نجاحك في تصدير المنتجات السعودية، حيث تقدم لك خبرة موثوقة وحلول شحن متكاملة تدعم طموحك، ونضمن وصول منتجاتك بأعلى جودة وفي الوقت المحدد...





NEXT STOP ALULA

Impressions

7.1M

Completion rate

65.18%

Video Views

3.7M

Retargeting users who
watched 25% or more



Story 1

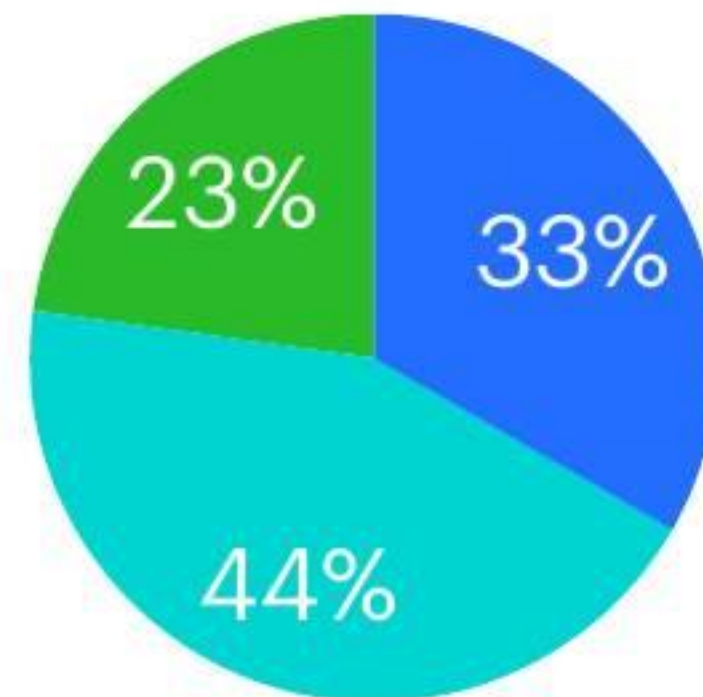


Story 2



Story 3

● Canada ● US ● UK







SAUDIA 75TH ANNIVERSARY

Objectives:

- Maximize reach and video views
- Create Positive Engagements

Scope:

- Digital advertising
- Social Listening

18M+

Reach

1.3M

Engagements

67M+

Video views

92%

Positive sentiment



Display & Video 360



Teads



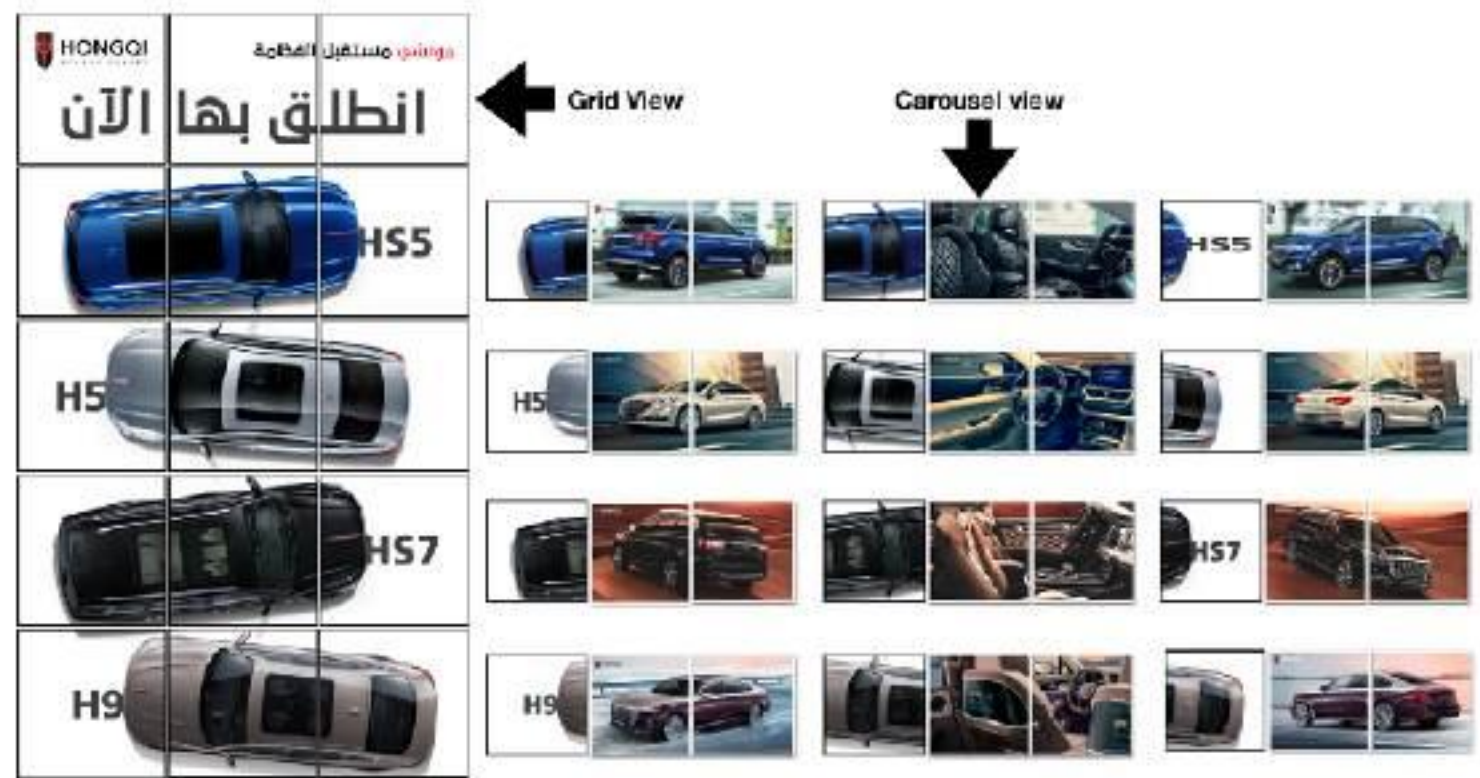


HONGQI
— since 1958 —



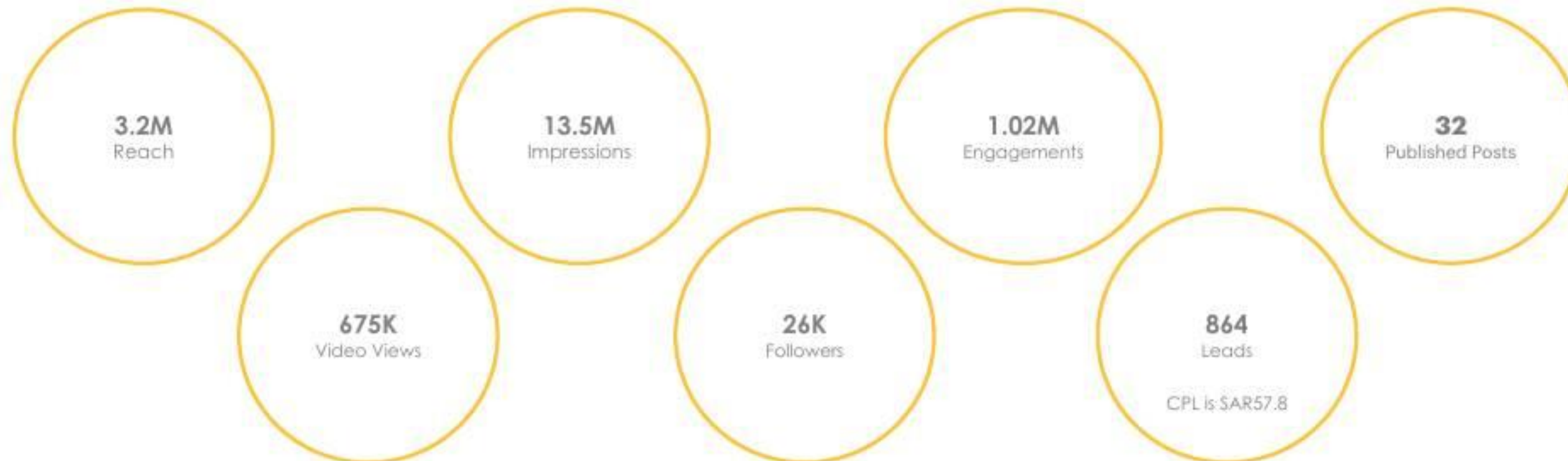


LAUNCH OF HONGQI IN KSA MARKET





LAUNCH OF HONGQI IN KSA MARKET



- 415 FROM X
- 346 FROM INSTAGRAM
- 104 FROM FACEBOOK

Alkahraba App Campaign

1st January – 11th March



Our approach focused on implementing the first integrated App Campaign across multiple channels to achieve the objective

Approach

Key message : تطبيق الكهرباء معاك

January - March

Awareness

Conversion

OBJECTIVES

Create Awareness and create maximum reach

Engage with the audience

KPI TARGET

27M Impressions & 11M Reach

400K Clicks & 157K App Installs

CHANNELS

Internal events, paid media , direct marketing channels and traditional media

Paid media channels

TRAGET AUDIENCE

Main cities (Riyadh, Jeddah, Dammam, Madinah and Mecca)
 Who have not installed the app
 Age between 24- 54 who have not installed our app

Retarget users who have already engaged with our ad during the awareness phase, and create look alike audience

DIGITAL PLATFORMS ENABLED



KPI : REACH AND INSTALLS



141,302,142
IMPRESSIONS +182%



19,644,643
REACH



2,054,788
CLICKS +91%



28,844,687
VIEWS



273,539
INSTALLS +83%



SAR 5.3
COST PER IMPRESSIONS



SAR 0.36
COST PER CLICK



1.45%
CLICK THROUGH RATE



SAR 0.025%
COST PER VIEWS



20%
VIEW THROUGH RATE

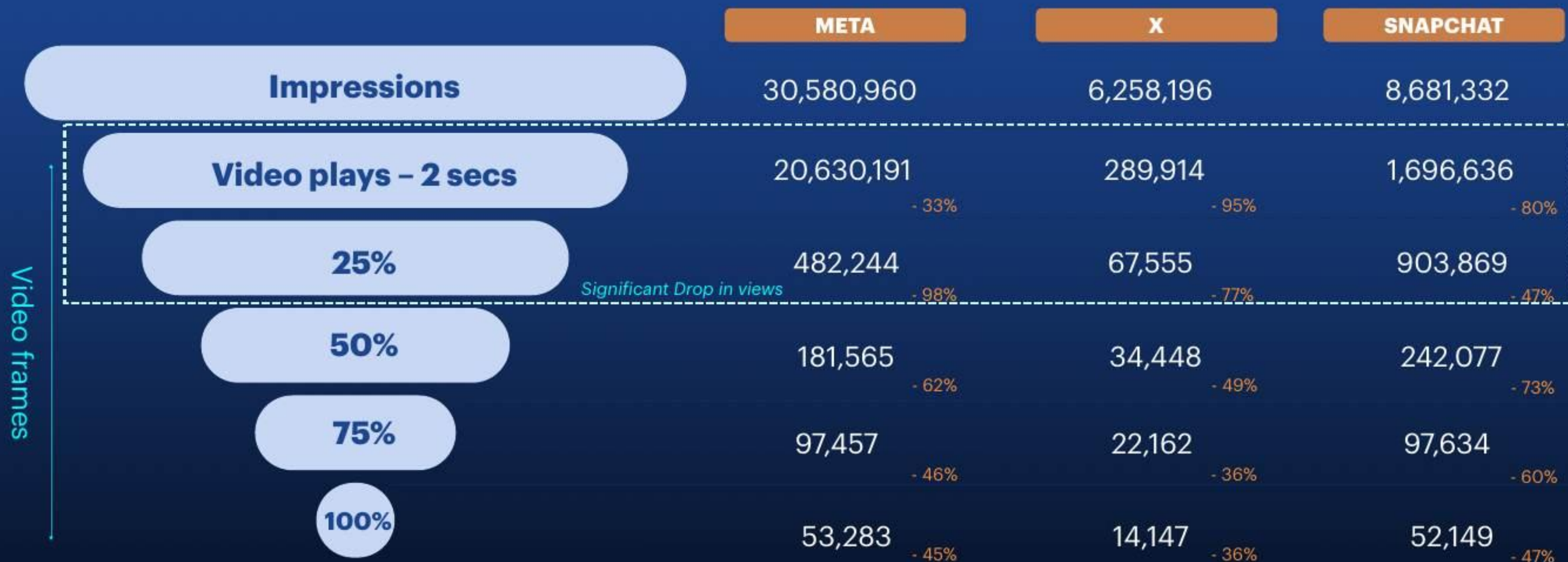


SAR 2.72
COST PER INSTALL



13%
INSTALL RATE

Platform level video analysis (framewise)



Key Observation:

We noticed a significant drop in engagement between the 2-second and 7-second video frame.

Recommendation:

To address this, we suggest incorporating impactful key messages, animations, and music within the first 7 seconds of the video. This will help build curiosity among the audience and encourage them to continue watching the ad beyond the initial 7 seconds.

This insight is highly applied to any brand, or corporate videos aimed at raising awareness.

Paid Media - Insights Summary



Key Highlights:

The primary target for app install campaigns can be between 25 – 44 years

flyadeal - National day campaign



SND CARRIER OF THE ASPIRERS

A campaign celebrating the national day while extending the celebration to our flyers by positioning them as the ambitious, dreamers and the ones making their dreams a reality. The film featured the brand and its audience in a dynamic approach showcasing the wide range of audience and their ambitions.

CAMPAIGN PERFORMANCE

57.5M	301K	20.4M	483.8K
Impressions	Engagements	Video Views	Video Clicks

15.3:1
ROAS

[!\[\]\(7d2c5f9e82a618e76a637ab66cb71793_img.jpg\) WATCH THE FILM](#)

يوم التأسيس
Saudi Founding Day
— ١٤٣٩ هـ / ١٧٢٧ م —



مجموعة
السعودية

SAUDIA FOUNDING DAY CAMPAIGN





SAUDIA FOUNDING DAY CAMPAIGN

46.96M

Impressions

291K

Engagements

19.6M

Reach

20.02M

Video views

Activation



TASHEEL FINANCE





TASHEEL FINANCE

Objectives:

- Generate leads

12M+

Reach

50M+

Impressions

5K

Leads/day

12.15%

Conversion rate

Display & Video 360



ALSHIAKA





ALSHIAKA

Objectives:

- Drive footfall
- Increase Online Sales (10K order/year)

Scope:

- Social Media Management
- Website development and maintenance
- Digital advertising

12M+

Reach

100M+

Impressions

4:1

ROAS

10%

Conversion rate



Display & Video 360



KAEC



Main objective:

- Sell beachfront plots (SR 6M to 265M)

22 **2M**

- Qualified leads
- Impressions
- Targeting resort owners, hospitality developers, investors, real state developers, commercial developer, VIP individuals in KSA, GCC and globally.

Media selection



Emaar EC to set up \$479.9m fund to develop resort project in KAEC

The resort, Rixos Emerald Shores, will be constructed on total land area of 275,000m2 featuring 500 rooms and 35 luxury villas





IOT ACTIVATION



Branding the Madina bridge in Jeddah for the Eid celebrations

The bridge had the KSA palm logo that is made from many led stripes, with each tweet with the hashtag #شاركونا_العِيد lit up one of the LEDs. The campaign generated more than 20K tweets in less than 12 hours.





Stand that shows the number of followers and engagements on social media in real time across all platforms





SAMPLE SOCIAL CONTENT

Business Aviation
Association AsBAA



a global audience, celebrating
Saudi heritage and promoting
local enterprise



Saudia Cargo transported first shipment of Saudi hydroponic produce
to Europe in partnership with Dove Agricultural



Saudia Cargo delivered
unparalleled care in equine
transport for the IST Horses
Tournament



DG Eng. Ibrahim
Al Omar lead an
Investment session
at Jeddah Chamber
on Saudia Group's
upcoming projects



SAL signed an MoU with Space Age on the second day of World Defense
Show 2024 to advance drone shipment delivery technology and infrastructure
investments



Saudia Group
celebrated
Founding Day with
festive gatherings



SGS collaborated with Jeddah
KSA and TLD Arabia for a FOD
walk ensuring the safety and
security of King Abdulaziz
Airport and its aircraft



Flydect celebrated Saudi
Founding Day on board



In collaboration with the King Salman Humanitarian Aid
and Relief Centre, Saudia Cargo dispatched two aircrafts
carrying a new batch of humanitarian aid to Ukraine via
the Polish city of Rzeszow as part of the air bridge relief
initiative by the Kingdom



SPECIALIZED FRESH

من أعماق البحار نأتيكم بها طازجة

SAUDIA CARGO

SPECIALIZED FRESH

أشحنها بأمان

SAUDIA CARGO

SPECIALIZED FRESH

أبطال السماء

SAUDIA CARGO

SPECIALIZED FRESH

الفواكه الموسمية نعتني بها

SAUDIA CARGO

RIYADH SEASON
Powered by SHB

RIYADH ZOO
حيديقة الحيوانات بالرياض
Powered by

**A NEVER BEFORE
EXPERIENCE
AWAITS YOU**

تجربة جديدة
وغير مسبوقة
انتظاركم

احجز تذكرة الآن
webook.com

RIYADH SEASON
Powered by SHB

Butterfly Garden

WONDER GARDEN

STEP INTO THE BEAUTY
OF BUTTERFLIES AT
BUTTERFLY GARDEN

استمتع مع جمال
الفرشات الخفيفة
في حديقة الفراشات

احجز تذكرة الآن
webook.com

RIYADH SEASON
Powered by SHB

- 3 مناطق مختلفة
DIFFERENT REALMS
- +70 لعبة
GAMES
- +1000 فراشة
BUTTERFLIES
- +50 طائر فلامنجو
FLAMINGOS

WONDER GARDEN

STEP INTO WONDER
GARDEN'S WORLD!

اكتشف عالم
ولدر جاردن!

احجز تذكرة الآن
webook.com

Saudi
Media Group
in Saudi

RIYADH SEASON
Powered by SHB

WONDER GARDEN

7 DAYS & OUR
JOURNEY IS OVER

7 أيام وتنتهي رحلة
ولدر جاردن

احجز تذكرة الآن
webook.com

SAUDIA wishes all fathers a happy Father's Day

نجتمع
لخدمتكم

SAUDIA wishes all fathers a happy Father's Day

بهمة شبابنا
نتطلق إلى الفد
اليوم العالمي للشباب

SNB

رواد اليوم..
صناع الفد
اليوم العالمي لرواد الأعمال

SNB

رجعنا لكم
بكل حماس

webook.com

دبّل سعادتك
بنكهة دبّل شوكولاتة الجديدة

السعودية saudia

انطلق، ابحث والتقط!
شاحنات
السعودية
الجديدة

طعم رائع
في الطريق إليكم

السعودية saudia

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Is a Guest of Saudia

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to the guests of Allah





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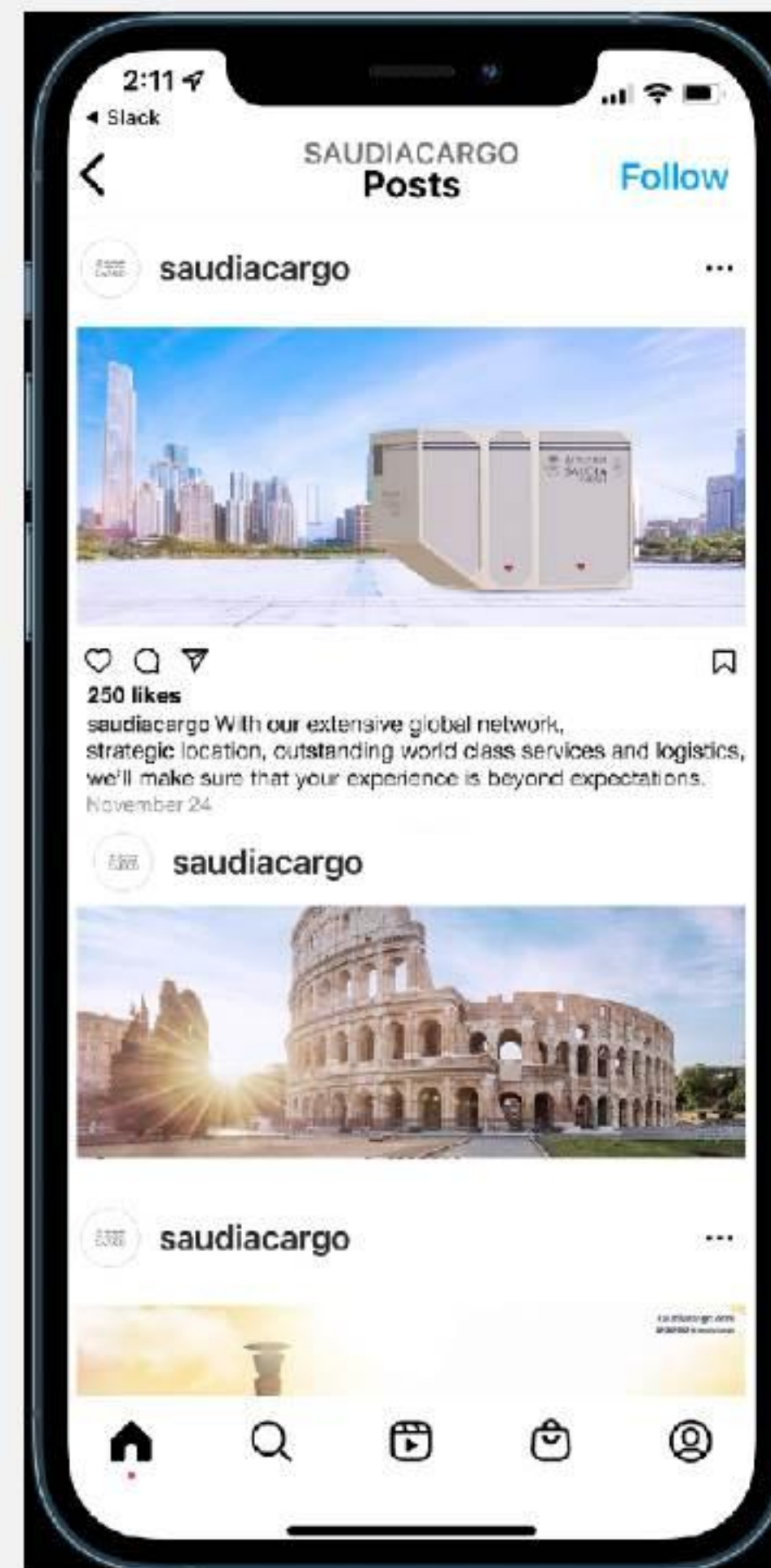
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