The #1 source of Arabic health and medical information

- 11M unique monthly visitors
- 38M monthly pageviews
- 60% female
- 66% millennials
- 2:30 time on site
- 94% mobile visitors
An engaged audience with content across multiple platforms

- 325K APP MAU
- 10M SCREEN-VIEWS/MONTH
- 11M SESSION/MONTH
- 30% DAU/MAU
- 7.5M FACEBOOK FOLLOWERS
- 20M VIDEO VIEWS/MONTH
Partnering with leading content providers to deliver comprehensive & trusted content

**Medical Section**
- Harvard symptom checker
- 24 medical categories
- 1100+ diseases index
- 70+ organs & systems
- 350+ examinations

**Baby Section**
- Weekly, monthly, trimester pregnancy information
- 1,200 pages of content
- 280 daily tips
- Baby development calculators

**Lifestyle Section**
- 540+ recipes & nutrition facts
- 8 lifestyle categories
- 25 USDA food group descriptions
Content that addresses the greatest needs across the region, including pregnancy & infant care

Example 1: Pregnant woman
- Schedule of tests
- Videos by doctors
- Baby names tool
- Information for fathers
- Articles about pregnancy
- Due date calculator
- Fetal development stages
- Latest news & studies

Example 2: Mother of 3 month old
- Baby growth trackers
- Videos by doctors
- Symptom checker
- Vaccinations
- Advice for fathers
- Feeding and nursing
- Time management
- Latest news & studies
WebTeb is the dominant Arabic medical and health platform in the Middle East
Operating across MENA with a large presence in the GCC

Saudi Arabia and Egypt are the top 2 sources of traffic for Webteb
Our largest demographics are men and women aged 18-34.

Gender & Age

- 18-34: 21%
- 35-44: 7%
- 45-65: 10%

Gender & Section

- Medical: Male 13%, Female 19%
- Drugs/Diseases: Male 10%, Female 12%
- TebBaby: Male 4%, Female 20%
- TebStyle: Male 8%, Female 15%
We have created a world-class design and we are continuously optimizing our product features.
Our intuitive apps have led to positive customer reviews while our newsletter audience is very engaged.
Social engagement, reach, and creativity have led to dramatic month over month growth
The launch of our Facebook LIVE series with doctors & professionals drew large engagement from users
WebTeb delivers effective and proven sponsorship and advertising opportunities

**MEDIA**
Traditional media banners and leaderboards
- CPM rates vary depending on country, section, and type of ad
- Creatives can be handled by Webteb, leveraging our experience, knowledge, and local presence

**CONTENT**
Content displayed on our website
- Articles, videos, slideshows, quizzes, Q&A
- Edited and reviewed by Webteb
- Average of 10K-25K views per piece
- Rates will increase for "Sponsored" or "Branded" content

**SPONSORSHIP**
Sponsoring a page or section on Webteb assets (site, apps, social)
- Includes banners and content and coverage of one particular section (e.g. Baby section)
- Can involve sponsorship of social posts or our overall social page
- Rates vary depending on length and extent of sponsorship package
WebTeb delivers effective and proven sponsorship and advertising opportunities

**LEAD GENERATION**

Lead generation for companies or medical providers
- Standard CPM rates apply for banners or content
- WebTeb will do its utmost to convert impressions to leads through a signup form

**SOCIAL MARKETING**

Posts and engagement on our social pages
- Sponsored FB Live session to engage our user base
- Sponsored 360 degree image
- Sponsored posts and videos of content to promote partner products

**INTEGRATIONS**

API integrations or partnerships
- Building out an API integration with partner technologies
- E.g. Ask a doctor (in-app chat)
- E.g. Appointment bookings
- E.g. Expert advice
WebTeb is partnering and delivering unique value to leading global and regional brands