



WebTeb  
معلومة أثق بها

# Webteb Media Kit

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2017





## Mission

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To offer Arab users all they need and want  
in one place through content, engagement,  
and products

## Vision

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To become the #1 brand and destination  
for all medical related offerings in the  
Middle East





Webteb has partnered with leading global healthcare providers and organizations to build a trusted platform



Webteb has received various awards from leading regional organizations and competitions



**#1 BEST  
APP AWARD**



**#3 BEST  
WEBSITE  
AWARD**



**#1 MOST  
INFLUENCING  
HEALTH  
SOCIAL  
CHANNEL**

مبادرات محمد بن راشد آل مكتوم العالمية  
Mohammed Bin Rashid  
Al Maktoum Global Initiatives

Webteb's traffic numbers are among the best for medical and health content globally



**5,000,000**  
Unique Monthly  
Users



**8,000,000**  
Monthly  
Sessions



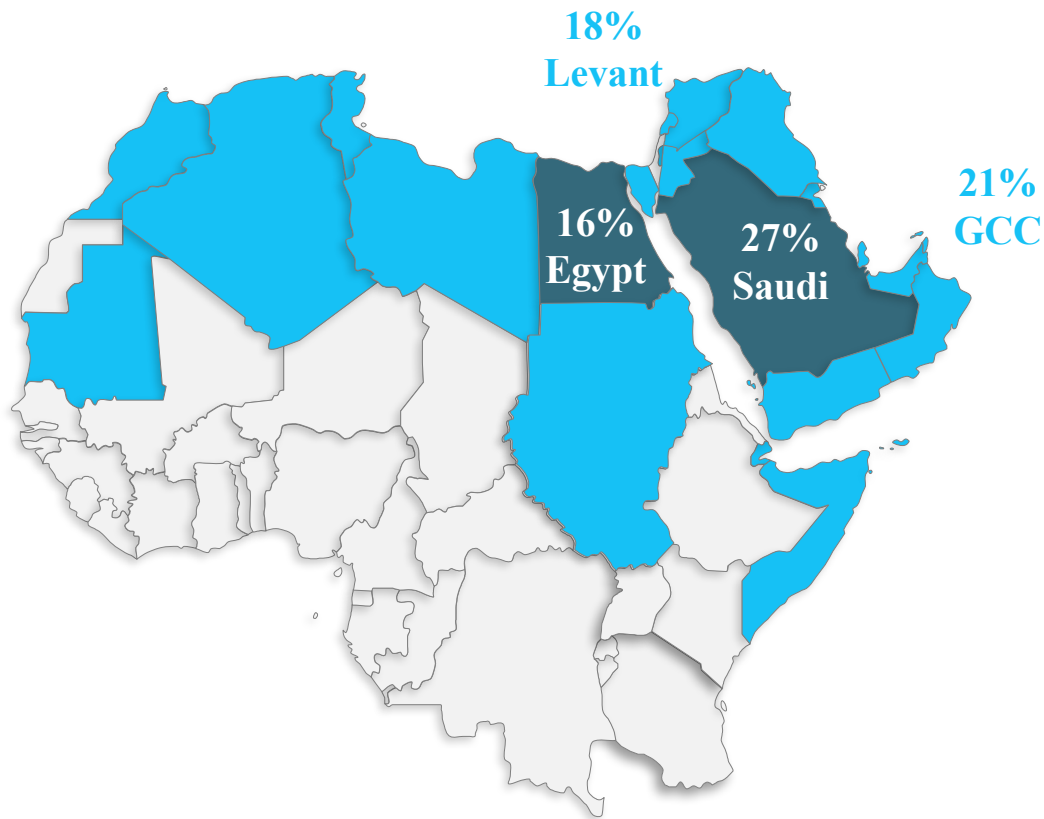
**2+ minutes**  
Session Duration



**17,000,000**  
Monthly  
Pageviews



Webteb operates across the MENA region

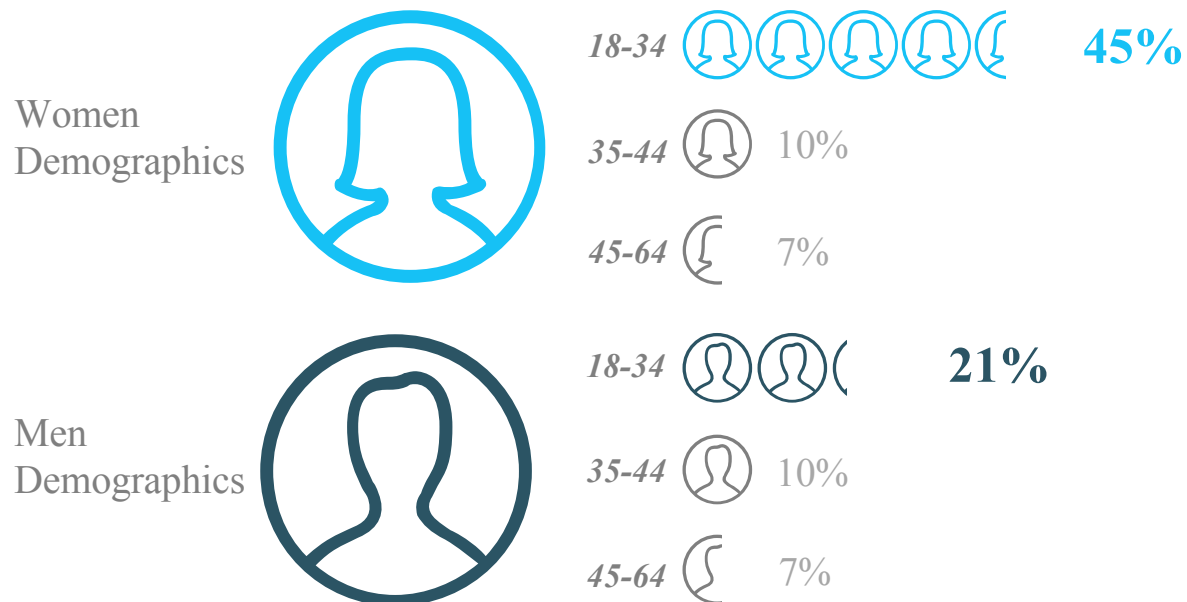


**Saudi Arabia** and **Egypt** are the top 2 sources of traffic for Webteb













## The male and female 18-34 segment is Webteb's largest demographic

### Sessions by gender & age



### Content sections by gender

Content Section	Gender	% Split by PV
TebBaby		20%
Medical		19%
TebStyle		15%
Medical		13%
Diseases		10%
TebStyle		8%
Diseases		7%
TebBaby		4%
Drugs		3%
Drugs		2%

Webteb is the dominant medical and health platform for the MENA region





Webteb has built great assets to provide content and engagement across multiple platforms

Web 

**5M**  
MAU

**40%**  
GCC Traffic

**17M+**  
PV per month

**5** Main sections including Lifestyle & Pregnancy

Social 

**6M+**  
FB Fans

**270K+**  
Instagram Followers

**80K**  
Twitter Followers

**7-10%** Fan page engagement

Apps 

**1M**  
Installs

**100K**  
MAU TebBaby

**50k**  
MAU Webteb

**20min** Average time spent per month per user on each app

Newsletter 

**250K**  
Emails

**15%**  
Open rates

**3-5%**  
CTR

**5** Email types: General Medical, Pregnancy/Baby, Women's Health, Lifestyle Health, Men's Health

Our focus has been on creating a world-class design and continuously optimizing product features

Web 



Social 



Our intuitive and easy to navigate apps have led to fast growth while our newsletter audience is very engaged

Apps 



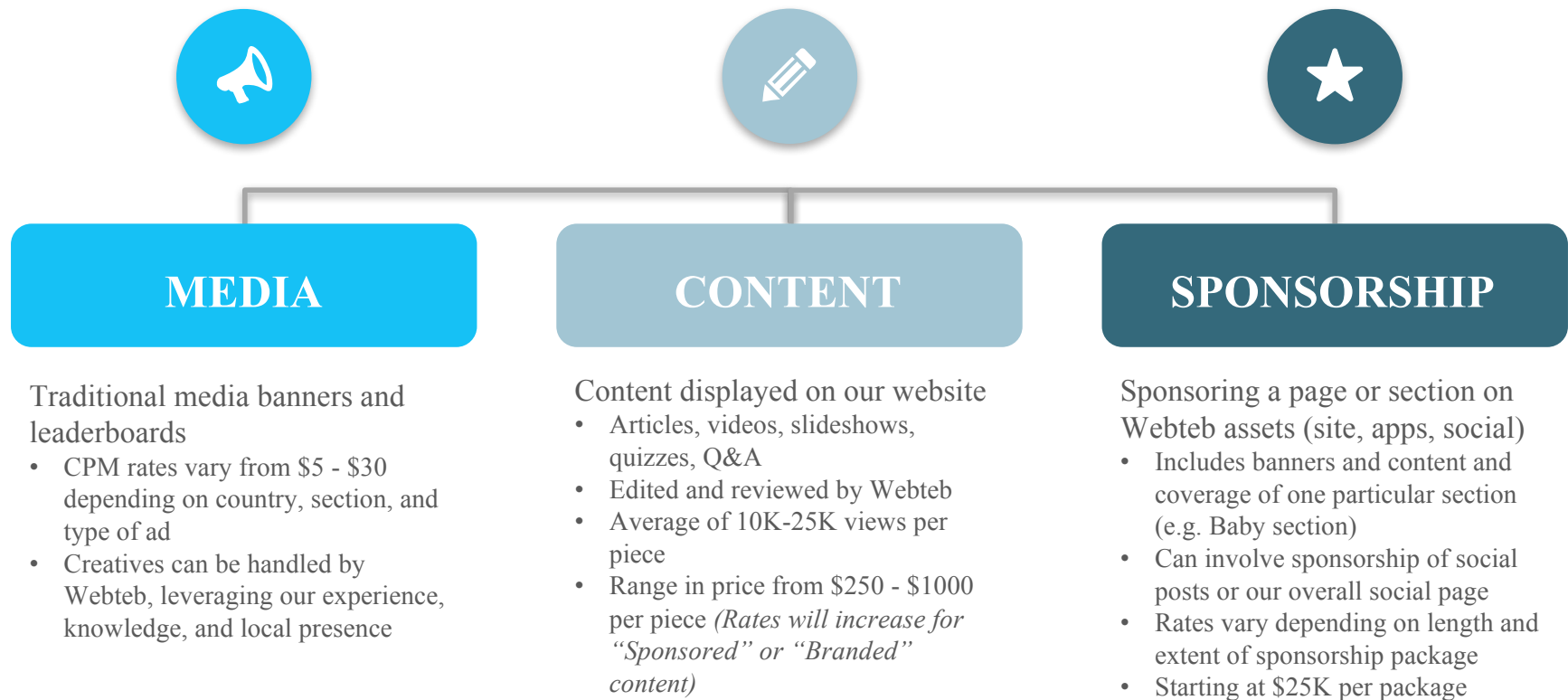
Web  
Teb



Newsletter 



There are various sponsorship and advertising opportunities available for Webteb partners



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## 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
- \$500 per lead



## 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

Many global brands have worked with Webteb and continue to advertise on our platforms





For more information  
please reach out to our sales team

**WebTeb**



**CONTACT US**  
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**EMAIL US**  
[info@webteb.com](mailto:info@webteb.com)

