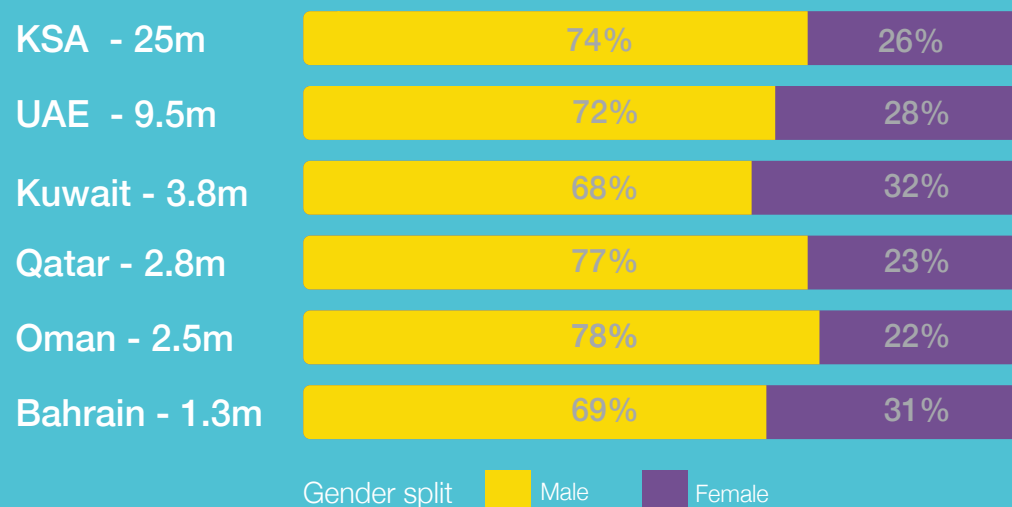


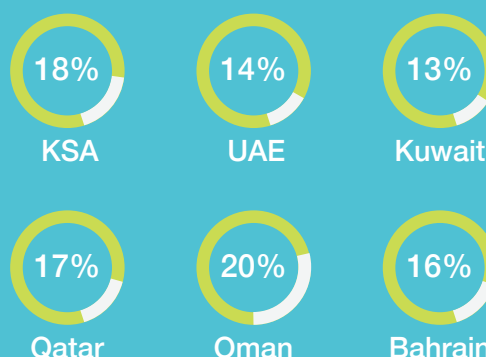
# xplains: Facebook Advertising in the GCC

Here is some information that can help you plan your Facebook advertising campaign in the GCC. The infographic highlights the demographics of the Facebook audience in each of the GCC countries, in addition to the ranking for each country in terms of advertising cost, conversion rate, and ad viewing frequency.

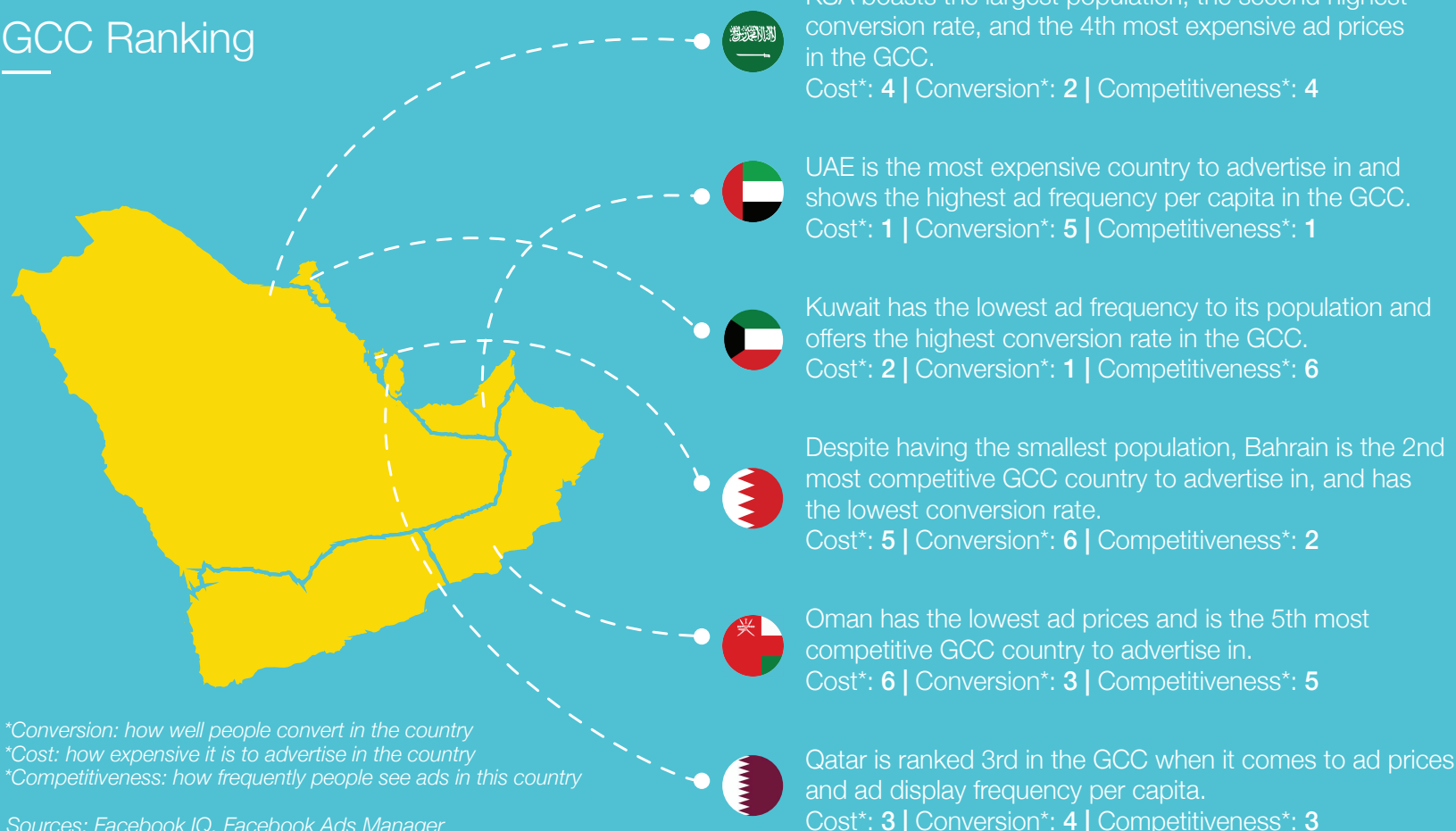
## Audience



## Audience under 21 yrs



## GCC Ranking



\*Conversion: how well people convert in the country

\*Cost: how expensive it is to advertise in the country

\*Competitiveness: how frequently people see ads in this country

Sources: Facebook IQ, Facebook Ads Manager