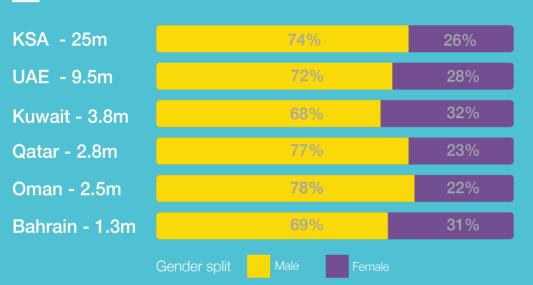
## netizency XplainS: Facebook Advertising in the GCC

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 21yrs



KSA boasts the largest population, the second highest conversion rate, and the 4th most expensive ad prices in the GCC.

Cost\*: 4 | Conversion\*: 2 | Competitiveness\*: 4

UAE is the most expensive country to advertise in and shows the highest ad frequency per capita in the GCC. Cost\*: **1** | Conversion\*: **5** | Competitiveness\*: **1** 

Kuwait has the lowest ad frequency to its population and offers the highest conversion rate in the GCC. Cost\*: **2** | Conversion\*: **1** | Competitiveness\*: **6** 

Despite having the smallest population, Bahrain is the 2nd most competitive GCC country to advertise in, and has the lowest conversion rate. Cost\*: **5** | Conversion\*: **6** | Competitiveness\*: **2** 

Oman has the lowest ad prices and is the 5th most competitive GCC country to advertise in. Cost\*: **6** | Conversion\*: **3** | Competitiveness\*: **5** 

Qatar is ranked 3rd in the GCC when it comes to ad prices and ad display frequency per capita. Cost\*: **3** | Conversion\*: **4** | Competitiveness\*: **3** 



Sources: Facebook IQ, Facebook Ads Manager