gShift Expands Global Presence to Middle East

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DUBAI, DOWNTOWN DUBAI, UNITED ARAB EMIRATES, June 7, 2016 /EINPresswire.com/ -- gShift Expands Global Presence to Middle East

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DUBAI - June 7, 2016 - gShift, an industry leader in web presence analytics for SEO, content and influencers, has announced their partnership with Gamified Labs, located in United Arab Emirates. With this partnership, Gamified Labs will provide deeper analytics and reporting for their digital marketing clients. Territories covered by this partnership will include UAE, Saudi Arabia, Qatar, Kuwait, Bahrain, Oman.

Recent research by Zeentee.com shows that 60% of marketers in the Middle East region plan to increase content marketing budgets in 2016. The same report also finds that 69% of marketers interviewed view content marketing as 'very important' to their marketing efforts,and 31% reporting it would grow to be up to half of their entire digital budget.

Mobile marketing trends are also on a rapid increase in the region, with mobile ad spending in the Middle East set to increase by 543% per year through 2017. (CMO Council)

Realizing this market opportunity, gShift's strategic partnership with Gamified Labs highlights the passion the company has to provide its innovative technology and strategic services to brands worldwide. Using strategic partners, gShift is able to better understand the digital space, enable smarter marketing decisions and gain competitive advantage locally and globally.

"We are very excited to bring Gamified Labs into the gShift family as a strategic partner," says Krista LaRiviere, Cofounder & CEO of gShift. "The team at Gamified is so in tune with the needs of digital marketers in the Middle East and we know how well they will leverage the gShift platform within their service offerings."

"We are looking forward to bringing the gShift platform into our region and offering the advanced capabilities to help brands improve and build on their digital marketing strategies," said Ahmed EL Rayes, Founder and CEO of Gamified Labs. "The platform offers extensive features, including the ability to track and report on web presences in multiple languages."

About gShift

gShift's industry leading Web Presence Analytics Software platform helps brands and agencies efficiently understand and improve on the impact and engagement of a content across its web presence. gShift is passionate about simplifying the lives of digital marketers and have built the Content Performance Cloud, a collaboration of modules and integrated technologies in one single sign-on platform. gShift's software has been collecting and storing web presence and SEO data since 2009. gShift delivers this data along with insights on influencer marketing, audience development and smart URL tracking for on-site and off-site content, enabling marketers to gain a deeper understanding of true content engagement and performance. More than 10,000 brands in 24 countries benefit from gShift's software and data to optimize their time and improve the discoverability and engagement of their content. gShift placed 29th on the PROFIT HOT 50.

About Gamified Labs

Gamified Labs was founded in 2012 as MENA's first and leading Gamification-focused tech company specializing in gamification consultancy, interactive media development, digital marketing, UX/UI design and educational technology. Gamified Labs is the franchise holder of WSI Digital Marketing for the GCC region. WSI is the leading digital marketing network in the world with presence in over 80 countries, served over 30,000 clients and won 55 WMA WebAwards. Gamified Labs has a proven track record of developing gamified applications, providing gamification consultancy services and implementing digital marketing strategies for clients throughout the MENA region.

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