

Performance-based affiliate marketing network launches in GCC

ArabClicks, the performance-based marketing platform, set to deliver unrivalled sales results for the GCC e-commerce industry, is now live.

DUBAI, UNITED ARAB EMIRATES, February 11, 2019 /EINPresswire.com/ -- [ArabClicks](#), the performance-based marketing platform, set to deliver unrivalled sales results for the GCC e-commerce industry, is now live.

Offering one of the most cost-effective marketing channels, ArabClicks, co-founded by university peers, the Harvard alumni Khaled Al Huraimel and Mauro Romano, was recently launched at the Dubai Future Accelerators Hub, Emirates Towers, Dubai, UAE.

The platform serves as an online hub, connecting a myriad of traffic sources to e-commerce merchants, enabling online retailers across the Gulf to maximise their audience size and potential revenue, while empowering publishers and influencers to profit from their digital assets, content and audience-base.



Khaled Al Huraimel, ArabClicks Co-Founder and Chairman

Headquartered in Dubai, ArabClicks harnesses its relationships with leading online publishers and social influencers to deliver high-volume, quality traffic to online retailers, expanding their reach and increasing sales in the most cost-effective form of advertising - performance-based affiliate marketing, where brands pay only for sales made.

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Khaled Al Huraimel

The platform pairs local and global, best-selling brands and services with online publishers and social influencers providing them with the opportunity to monetise their content by promoting these brands, products and services across channels such as websites, mobile applications, YouTube, Facebook, Instagram, Snapchat, Twitter, blogs and other social channels.

According to a recent study by PayFort, the GCC's online retail revenues are expected to reach US\$69 billion by 2020. The UAE leads the way regionally in terms of online sales, with 62 per cent

of citizens now shopping online, and annual sales expected to reach US\$23.7 billion by 2022. By 2020, Saudi Arabia is projected to overtake the UAE and become the top market for retail e-commerce sales.

ArabClicks Co-Founder and Chairman Khaled Al Huraimel said: "The online shopping mega-trend has transformed the dynamics of consumer behaviour and requires brands to establish a strong omnichannel presence. To this end, local and global online retailers are currently advancing on multiple fronts, such as payment and logistics, in order to provide a smooth, localised shopping experience for their shoppers.

"Online retailers and global merchants alike are dedicating more budget and resources to online advertising channels. However, there are a few identified market gaps around their success in this arena - which ArabClicks has launched in order to address."

ArabClicks Co-founder and CEO Mauro Romano continues: "It's costly and difficult to both advertisers and publishers to manage a large unique network of marketing partners, even once they are identified and contracted. We provide a single go-to point of contact for both parties to manage their online marketing activities."

ArabClicks has already integrated with some of the region's biggest platforms including: Noon, Souq, Namshi, Amazon, Wojooh, eBay, Tajawal, Sprii, iHerb, Ounass and many others, which is in line with the company's objective of becoming the affiliate network of the Arab World.

Advertisers and publishers can sign up at arabclicks.com

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