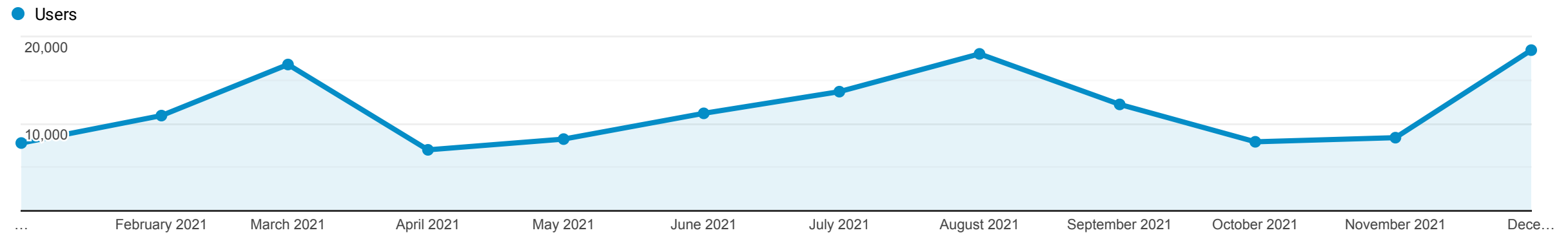


Audience Overview

All Users
100.00% Users

Jan 1, 2021 - Dec 31, 2021

Overview



Users
132,910

New Users
131,665

Sessions
192,928

Number of Sessions per User
1.45

Pageviews
364,597

Pages / Session
1.89

Avg. Session Duration
00:02:00

Bounce Rate
66.87%

New Visitor
84.5%

Returning Visitor
15.5%

Language		Users	% Users
1.	en-us	79,437	59.55%
2.	ar	17,616	13.21%
3.	en-gb	14,115	10.58%
4.	zh-cn	4,591	3.44%
5.	ar-ae	3,934	2.95%
6.	fr-fr	2,245	1.68%
7.	en	2,215	1.66%
8.	en-ca	1,313	0.98%
9.	ar-eg	1,211	0.91%
10.	fr	987	0.74%

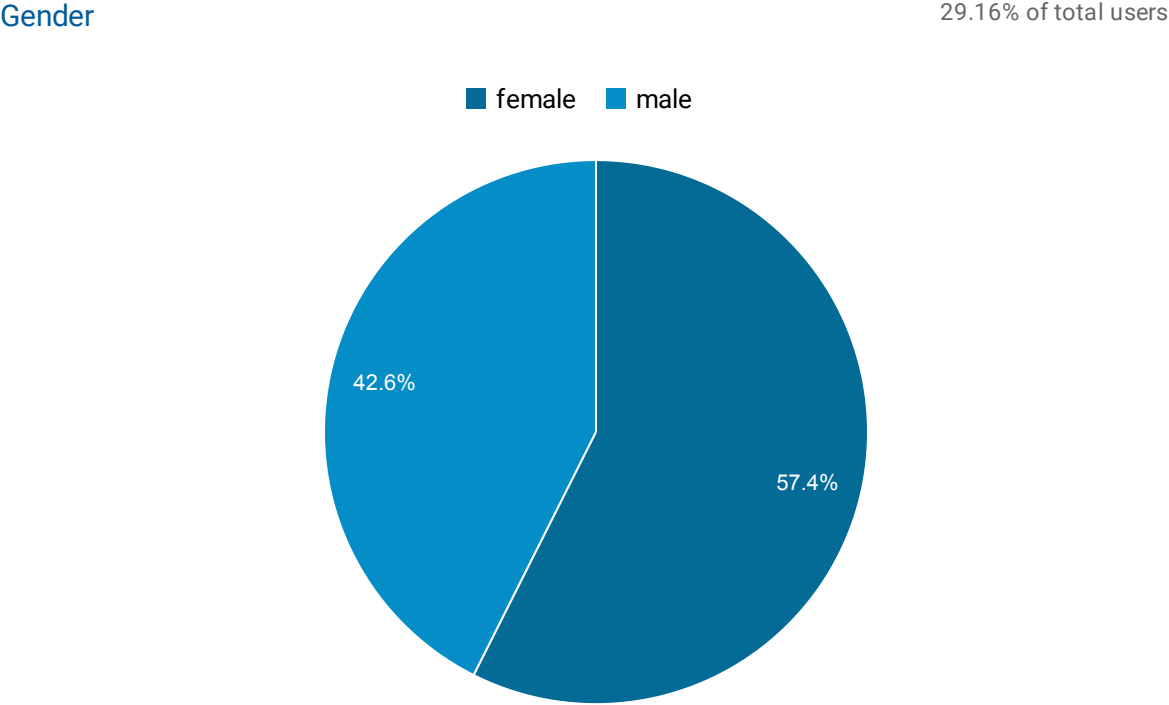
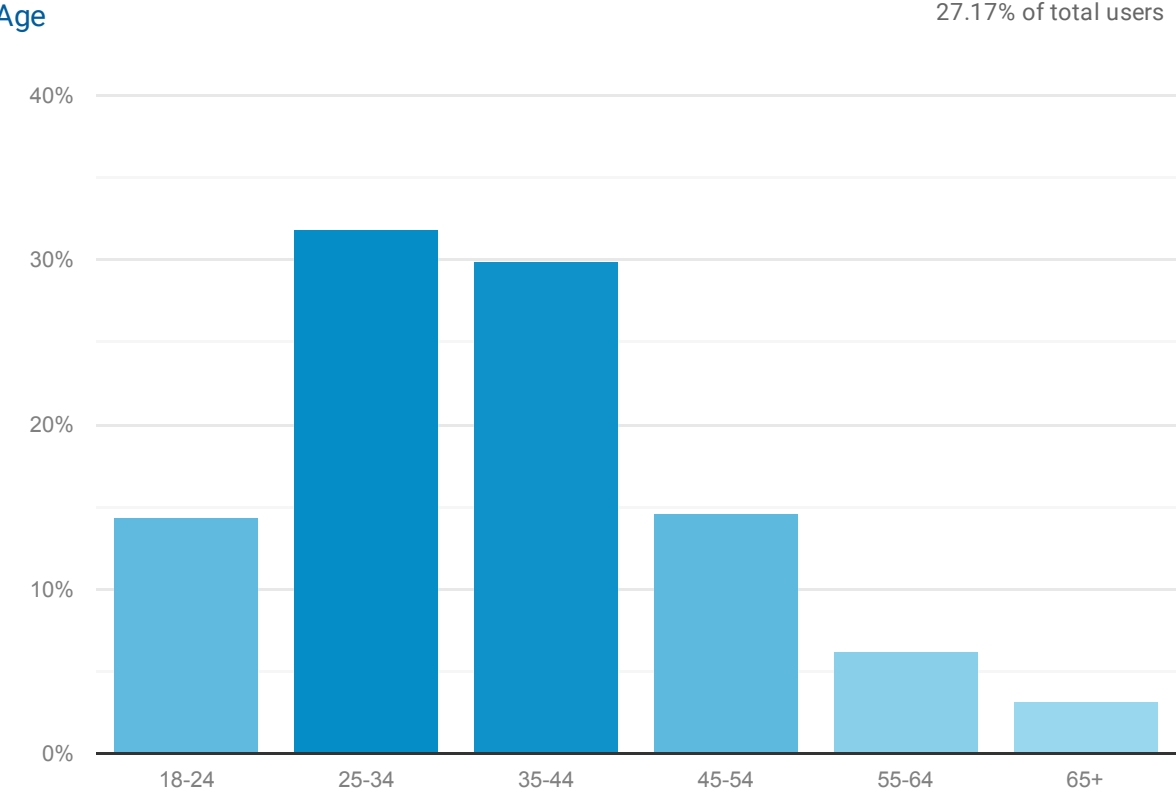
Demographics: Overview

All Users

100.00% Users

Jan 1, 2021 - Dec 31, 2021

Key Metric:



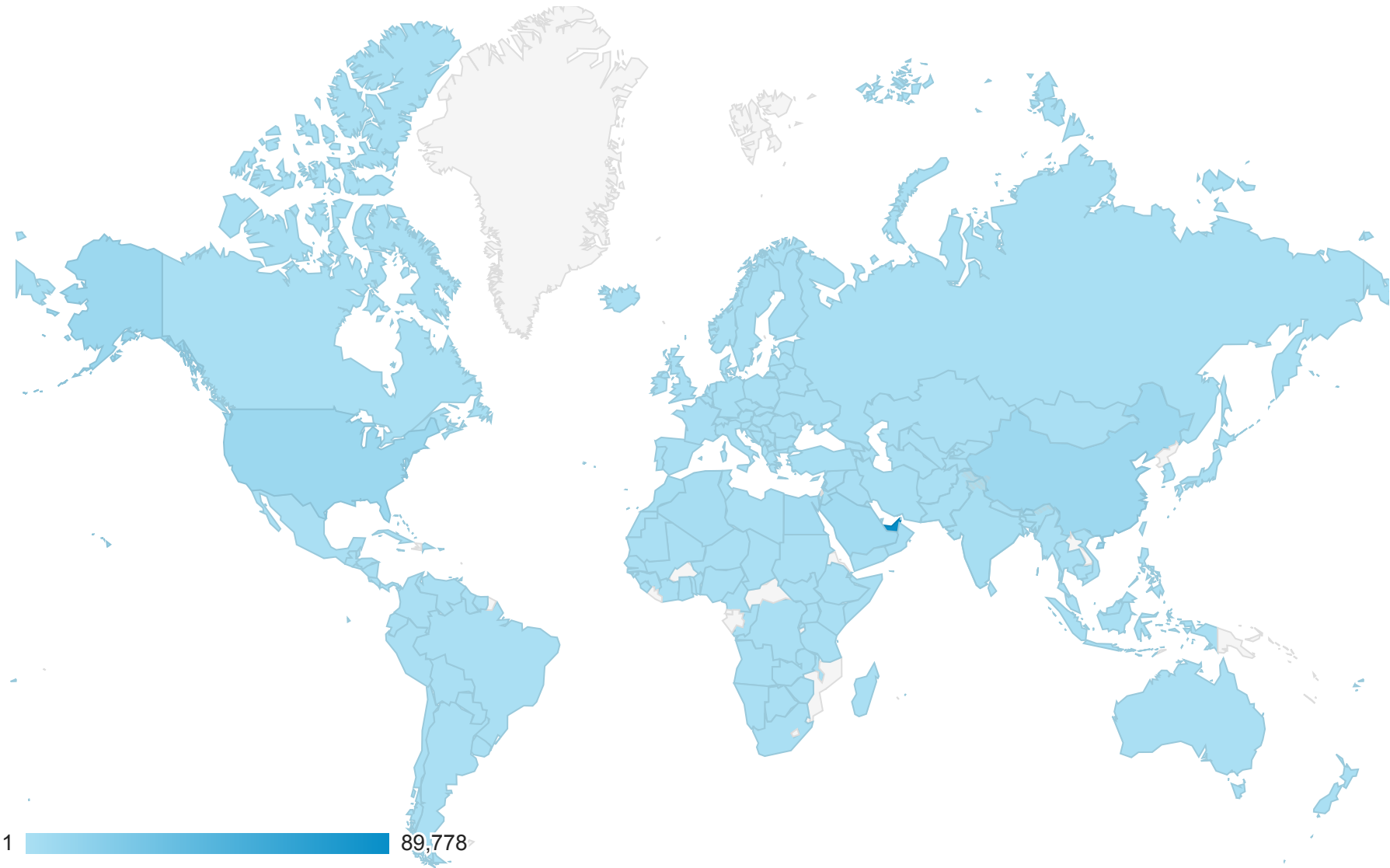
Location

All Users
100.00% Users

Jan 1, 2021 - Dec 31, 2021

Map Overlay

Summary



Country	Users	Users	Contribution to total: Users
	132,910 % of Total: 100.00% (132,910)	132,910 % of Total: 100.00% (132,910)	
1. United Arab Emirates	89,778	67.11%	
2. United States	7,473	5.59%	
3. China	7,181	5.37%	
4. Saudi Arabia	4,178	3.12%	
5. Egypt	2,965	2.22%	
6. Algeria	1,727	1.29%	
7. Morocco	1,583	1.18%	
8. India	1,390	1.04%	
9. Jordan	1,224	0.92%	
10. United Kingdom	910	0.68%	

Rows 1 - 10 of 171

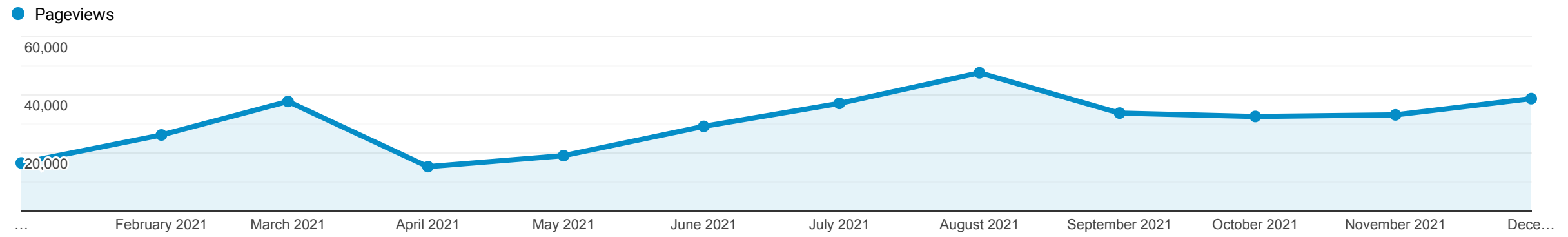
Pages

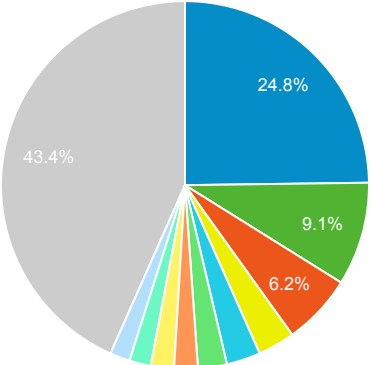
All Users

100.00% Pageviews

Jan 1, 2021 - Dec 31, 2021

Explorer



Page	Pageviews	Pageviews	Contribution to total: Pageviews
	364,597 % of Total: 100.00% (364,597)	364,597 % of Total: 100.00% (364,597)	
1. /ar/	90,378	24.79%	
2. /ar/summercamp/	33,146	9.09%	
3. /en/	22,692	6.22%	
4. /ar/services/	11,838	3.25%	
5. /ar/about/	10,880	2.98%	
6. /ar/reading/	9,260	2.54%	
7. /ar/contact/	7,559	2.07%	
8. /en/about/	7,448	2.04%	
9. /ar/projects/	6,850	1.88%	
10. /en/services/	6,427	1.76%	

Rows 1 - 10 of 7057

New vs Returning

All Users

100.00% Users

Jan 1, 2021 - Dec 31, 2021

- Explorer
- Summary

User Type	Users	↓	Users	Contribution to total: Users
	132,910 % of Total: 100.00% (132,910)		132,910 % of Total: 100.00% (132,910)	
1. New Visitor	131,943		84.55%	
2. Returning Visitor	24,115		15.45%	

Rows 1 - 2 of 2

Interests: Overview

All Users

100.00% Users

Jan 1, 2021 - Dec 31, 2021

Key Metric:

Affinity Category (reach)			29.60% of total users	In-Market Segment			21.26% of total users
3.69%		Shoppers/Value Shoppers		4.51%		Education/Primary & Secondary Schools (K-12)	
3.37%		Lifestyles & Hobbies/Fashionistas		3.19%		Employment	
3.36%		Media & Entertainment/Movie Lovers		3.01%		Education/Post-Secondary Education	
3.30%		Shoppers/Luxury Shoppers		2.96%		Financial Services/Investment Services	
3.26%		Beauty & Wellness/Beauty Mavens		2.95%		Software/Business & Productivity Software	
3.25%		Lifestyles & Hobbies/Green Living Enthusiasts		1.91%		Travel/Trips by Destination/Trips to Asia-Pacific	
3.12%		Food & Dining/Foodies		1.90%		Employment/Career Consulting Services	
2.92%		Beauty & Wellness/Frequently Visits Salons		1.86%		Business Services/Advertising & Marketing Services	
2.81%		Food & Dining/Cooking Enthusiasts/30 Minute Chefs		1.86%		Real Estate/Residential Properties	
2.81%		Lifestyles & Hobbies/Art & Theater Aficionados		1.78%		Travel/Air Travel	

Other Category			26.40% of total users
3.24%		Arts & Entertainment/TV & Video/Online Video	
3.04%		Reference/General Reference/Dictionaries & Encyclopedias	
2.41%		Jobs & Education/Education/Primary & Secondary Schooling (K-12)	
2.19%		Sports/Team Sports/Soccer	
2.11%		Arts & Entertainment/Music & Audio/World Music/Middle Eastern & North African Music	
1.82%		Arts & Entertainment/Celebrities & Entertainment News	
1.50%		Jobs & Education/Education/Colleges & Universities	
1.36%		News/Politics	
1.35%		Jobs & Education/Jobs/Job Listings	
1.29%		News/Sports News	

