

# 2024 MENA PROGRAMMATIC INSIGHTS

2022

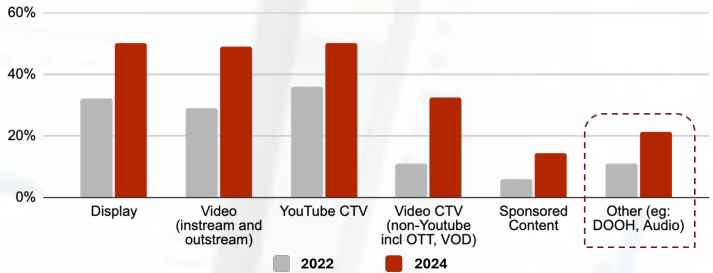
2024

**80%** → **66%**

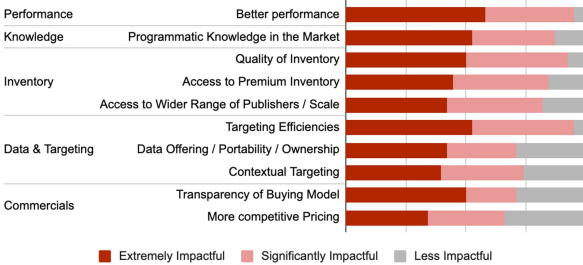
Programmatic went through a perceived decline vs Direct/IO, in past 2 years

“Programmatic Guaranteed is the preferred programmatic direct deal type in 2024”

Programmatic became more important in every format than expected two years ago



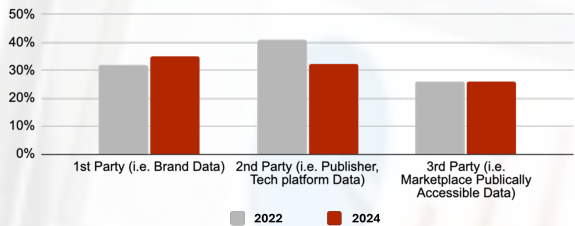
Performance stands out as primary driver for choosing programmatic



MENA experience with Shoppable formats matured, while perception of cost efficiency favors Programmatic vs Social.

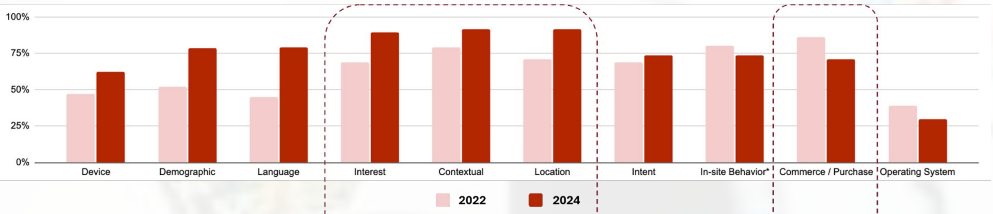


Programmatic is perceived to be most reliant on 1<sup>st</sup> party data compared to predictions of two years ago



Grew in past two years

Declined in past two years



Interest, context and location data perceived to be most important types of programmatic data, while commerce data didn't live up to its predicted importance