



ArabyAds strengthens its Influencer Marketing Platform by acquiring Dmenta

31st January 2020 Dubai, UAE - ArabyAds, the leading advertising and consumer intelligence platform in the MENA region, announced the acquisition of Dmenta, the leading creative digital hub that specializes in influencer marketing.

Dmenta was founded in 2012 by its CEO Shady Essam. The platform currently offers its creative hub services to leading advertisers across industries like Chalhoub Group, Landmark Group, Adidas, NowNow, Namshi, and Noon. It also has a solid roster of mega and celebrity influencers with a massive reach for the MENA region.

Commenting on the acquisition, Mahmoud Fathy, our CEO said, "this acquisition is of great strategic value to us as it strengthens our position as the leading Influencer Marketing Platform and provides an incremental solution to our advertisers. Dmenta has the right technology, people, and culture to build and consolidate our leadership position in the region."

Talking about the development, Essam commented, "We are excited to join forces with ArabyAds to fortify our complementing offerings strategically and to achieve greater scale together in the region. Over the last few years, we have built a strong network of influencers that have been deployed to achieve great objectives for our advertisers. This deal is a tremendous opportunity for our growth and expansion."

About us:

At ArabyAds, we're aiming to incorporate revolutionary technology to provide more than 400 top advertisers across the MENA region with our various performance advertising and influencer marketing platforms. This is our second acquisition for ArabyAds in the last 6 months as we recently also acquired Adfalcon, the first and largest programmatic platform for the region.



About Dmenta:

Dmenta is the leading creative & technology hub for influencer marketing in the MENA region. The platform is a provider to both advertisers and influencers to create relevant and actionable content. Dmenta's solutions allow it to deliver brand and category relevant influencer campaigns with measurable results. The team includes influencer marketing experts and technologists across UAE and Egypt.

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