

REWRITING DEMAND GENERATION WITH MODERN MEDIA VOICES IN MENA

INTRODUCTION

The Media Model of Tomorrow

The media landscape is shifting.

Consumers today skip ads, scroll past banners, and ignore brand messages that feel out of place. What they do engage with is content that feels real. Content from people they trust.

Social discovery is the new search. Creators are the new conversion engine.

Across MENA, micro-communities are exploding on TikTok, Snapchat, YouTube, and Instagram.

These aren't passive audiences, they're active tribes, hungry for content that reflects their lives and interests. Brands that win are the ones that speak their language.



WHAT'S GOING WRONG WITH TRADITIONAL PAID MEDIA

Let's be blunt: Traditional paid media is struggling.

We're seeing CPM and CPC inflation. Audiences are fragmented. Display has seen declining engagement rates for years. Social is cluttered. Search is facing its biggest threat yet with the rise of AI.

Even influencer marketing isn't immune. Too many brands are still chasing reach, likes, and irrelevant metrics. It looks good in a deck, but doesn't move the needle.

Reaching consumers, especially in the upper funnel, is more difficult than ever. Returns are ever diminishing.

Consumers want content, not commercials. They want recommendations, not retargeting.

So what should businesses be doing?



ENTER PLATFORMANCE

We help power digital-first brands, including some of the leading eCommerce platforms, by turning creators into a measurable growth engine. These are the businesses of tomorrow, and they're not treating creators as an add-on. They're integrating creators directly into their growth playbooks.

At Platformance, we bring structure to what's long been a chaotic space. We apply the rigour of media planning to creator marketing, making it perform like paid media and scale like tech.

It's not about one-off collabs. It's about building a repeatable, measurable engine for demand. And increasingly, creators aren't just a new channel. They're an always-on alternative to search.

Discovery doesn't start with a keyword anymore. It starts with a scroll. Consumers are turning to TikTok, Instagram and YouTube to find what they want, even before they know they want it. Creators don't wait for intent, they create it. They spark interest, shape perception and move audiences from awareness to action, without anyone typing into a search bar.

This shift is particularly evident in the MENA region. In the UAE, for instance, 93% of Gen Z and millennials have purchased clothing via social media platforms, highlighting the growing influence of social commerce in the region.

This is the future of performance marketing: always relevant, algorithm-aware, and powered by creators who feel native to the feed.

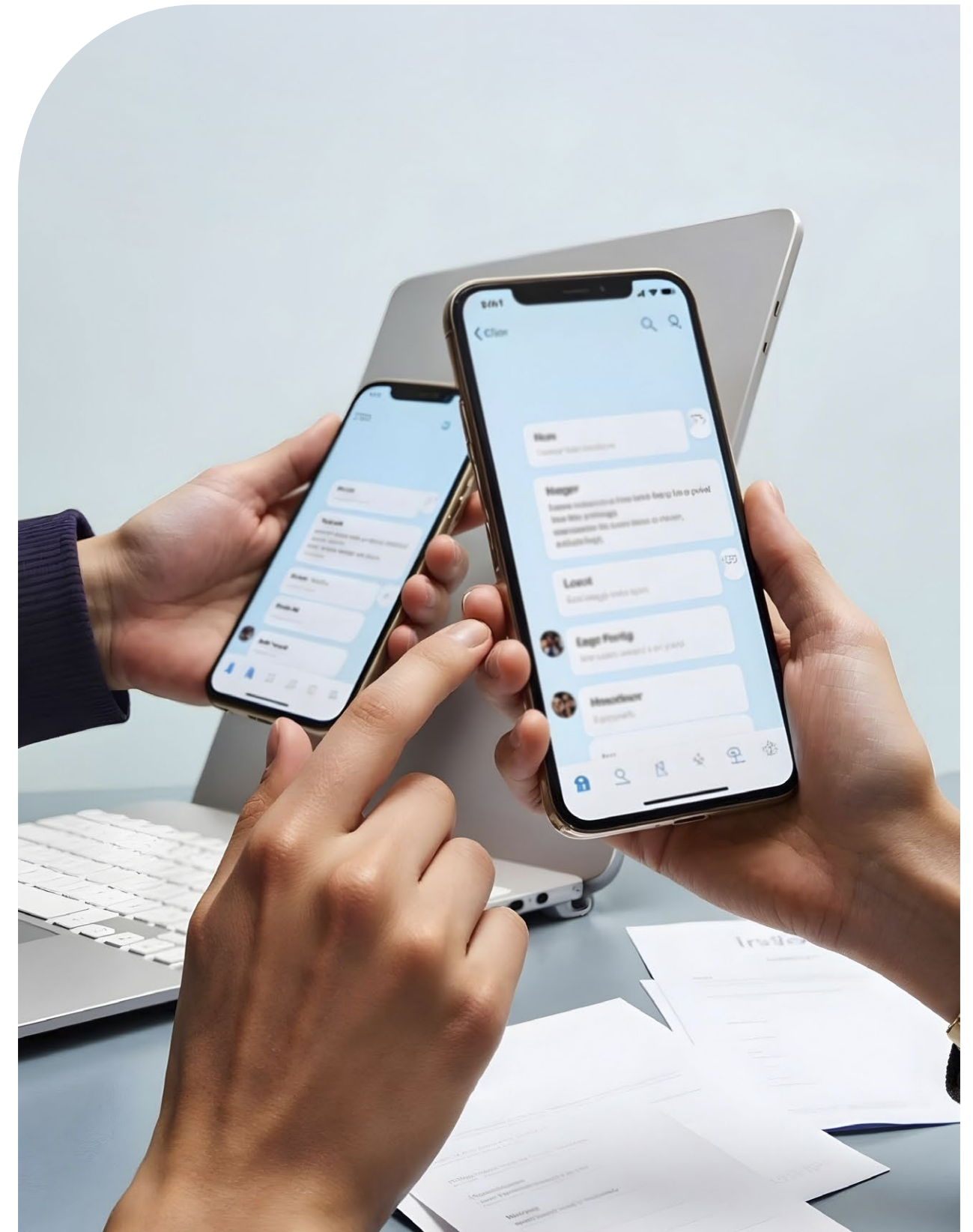
We don't wait for demand. We help brands create it, with precision, speed, and scale.

Digital

We help power digital-first brands, including some of the leading eCommerce platforms

93%

Gen Z and Millennials
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CREATORS ARE THE NEW DEMAND ENGINE

That is effective demand generation in action. Where it isn't just about showing up, it's about showing up at the right time with the right message, before consumers even know what they're looking for. It is about creating interest today that converts tomorrow. That's what it means to move from "always on" to "always relevant": anticipating needs, surfacing products and earning trust ahead of intent.

According to recent research by WARC, brands that rebalance from a pure performance model to one that also invests in brand building can see up to a 100% increase in revenue, with a median uplift of 90%.

Used well, creators are one of the most effective ways to unlock this growth. Creators are full-funnel powerhouses. They sit where attention, trust, and performance intersect.

Digital-native brands, the growth drivers of today, already know this. They don't just use content creators tactically, they partner and scale with them.



Just like these growing businesses, when we think of modern media voices, we classify them into three buckets:

Influencers

Those with broad reach and personality-driven appeal. Useful for top-of-funnel awareness and building sustained, often cross-border, reach

Key Opinion Leaders

Experts with deep credibility. Perfect for complex messaging in verticals & changing perceptions.

UGC Creators

Content-first, often without big followings. These creators build assets that consistently outperform brand-led creative in both engagement and conversion

Each type has a purpose. The key is matching the right type of modern media voice to the right job, not chasing vanity metrics. That is how we've helped brands turn creator strategies into measurable growth across MENA.



Global eCommerce Platform: Content and Community Driving Sales

For a global eCommerce platform, we moved beyond the traditional model of using creators solely for content production. By helping creators build tightly connected communities with their most loyal followers across X, Instagram, Telegram and WhatsApp, we enabled brands to speak directly to their highest-value audiences.

A key constraint of the activation was that influencer-specific links were only valid for 24 hours, making immediacy and relevance critical to performance. We responded by focusing on nano influencers and those with deeply loyal followings, ensuring that even short-lived content had a meaningful impact through direct, high-engagement communication. Influencers were given full autonomy to select products they genuinely liked and wanted to promote, driving authenticity and trust.

This approach led to a fivefold increase in sales compared to previous efforts, proving that deep engagement with a small, loyal base can outperform broad but shallow reach – even when working with cross-border influencers with limited local market penetration.

Through credible content made locally relevant and tracked attribution via links the ongoing activation delivered:

Sales
74%
Of the Saudi annual sales target in just one month

Sales
37%
Of the UAE target achieved in the same period

All driven by individual creator activity, focused community building, and measurable performance.



We also uncovered differences in platform preferences and content formats by market:

KSA

In KSA, lower-fidelity content, including static product screenshots and simple reviews, performed exceptionally well. The X platform emerged as a top driver of sales

UAE

In the UAE, performance was stronger when influencers created high-quality, personality-led content on Instagram, showcasing themselves using or endorsing products



Snapchat was intentionally excluded, as we discovered that placing links in content severely restricted reach and reduced views, negatively impacting performance.



GCC Eyewear Retailer: Tapping Unreachable Segments

In Saudi Arabia, local relevance proved to be the ultimate sales driver. For a regional eyewear retailer, we identified and activated a micro-influencer from a remote village, an unlikely but high-performing voice. This single creator outperformed all other paid media channels, driving three times more sales. As brands grow more comfortable with post-payment influencer models, the path to discovering such untapped talent becomes less risky and far more rewarding. Our approach is designed to uncover and scale these hidden opportunities.

Saudi Bank: Efficient Reach Amplification

Challenging the belief that financial content needs financial experts, we partnered with respected but non-specialist creators on X to boost visibility for a Saudi bank's Ramadan campaign. The result was organic reach of a key campaign post doubling from 5 million to 10 million views within a matter of hours. The lesson is that vertical expertise is not always the most effective lever. Trust and contextual timing can deliver exponential results efficiently.



MEDIA-LED PRECISION, CREATOR-LED CONTENT

Most influencer campaigns lack discipline. We fix that.

We use **CloutScout**, our proprietary intelligence platform, to power smarter, faster, and more effective creator activations. With up to **18 data filters**, we take the manual, surface-level approach out of influencer marketing and replace it with **technology-driven precision**.

CloutScout helps brands make high-impact decisions at speed, whether it's identifying the right creators, validating audiences, or tracking live performance.

Here's how it works for advertisers:

- **Target relevance, not vanity:** We search by keywords in bios, related topics, and what creators actually talk about, ensuring alignment with your product, category or campaign message.
- **Reach the right people, in the right place:** Filter creators and their audiences by country, region or city, making local relevance scalable.
- **Spot growth early:** We track follower and engagement growth in real time, so you can partner with rising stars before they explode.
- **Get real results, not inflated metrics:** We screen for fake followers and optimise for engagement, not just follower count.
- **Move fast without friction:** Built-in access to contact information means faster outreach, smoother approval workflows, and quicker campaign launches.
- **Scale what works:** Identify lookalike creators who replicate successful formats, themes or performance benchmarks, making it easier to scale results across new audiences.

This is performance-grade creator marketing, built for brands that demand more than likes. CloutScout makes every step of the process faster, smarter and more accountable. So we can move from brief to go-live in less than two weeks.



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PLUG-AND-PLAY CREATOR PERFORMANCE

Our model is built for efficiency:

1. BRIEF

We define a creator strategy tied to KPIs

2. DISCOVERY

We surface high-fit creators via CloutScout

3. CREATIVE

We handle scripts, production, & approvals

4. ACTIVATION

Campaigns go live in days

5. REPORTING

Real-time, dashboard-based, business-aligned



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NEXT-GEN CREATORS, ALREADY IN PLAY

The creator economy isn't standing still. Neither are we.
We're already tracking and partnering with the next generation:

AI-NATIVE CREATORS

building content at scale

VOICE-FIRST INFLUENCERS

building content at scale

HYBRID UGC PROS

who blend production skill with relatability

VIRTUAL PERSONALITIES

We know how to spot them, activate them, and scale them. In a world where tech moves at the speed it does, partnering with an expert who deeply understands the creator space and more importantly anticipates where it is heading matters.

CONCLUSION:

CREATORS AS ESSENTIAL PARTS OF THE MODERN DEMAND GENERATION TOOLKIT

Creators aren't a trend. They are the front line of modern marketing.

Platformance brings media discipline to this space long dominated by guesswork and patchy metrics. We help brands unlock the full commercial value of this important media channel, whether they're macro influencers, KOLs or UGC pros. When matched thoughtfully, briefed clearly, and optimised precisely, they can deliver results that matter to the bottom line.

Platformance helps brands move from guesswork to growth, from fragmented outreach to performance-powered storytelling.

**We don't just create content.
We create demand.**



