

Your Partner in **Digital Growth** & Innovation

Saudi-based IT, data, and digital growth consultancy — transforming complex challenges into scalable, intelligent, results-driven solutions.

14+

Core Services

KSA

Headquarters

2026

Company Profile



Smart Solutions,
Measurable Results.

ABOUT US

MIZ Experts is a Saudi-based IT, data, and digital growth consultancy specializing in transforming complex data, technology, and marketing challenges into **scalable, intelligent, results-driven business solutions.**

We connect strategic objectives with hands-on execution — delivering data platforms, advanced analytics, AI, geospatial systems, custom software, integrated digital marketing, and full-spectrum media services.

14+

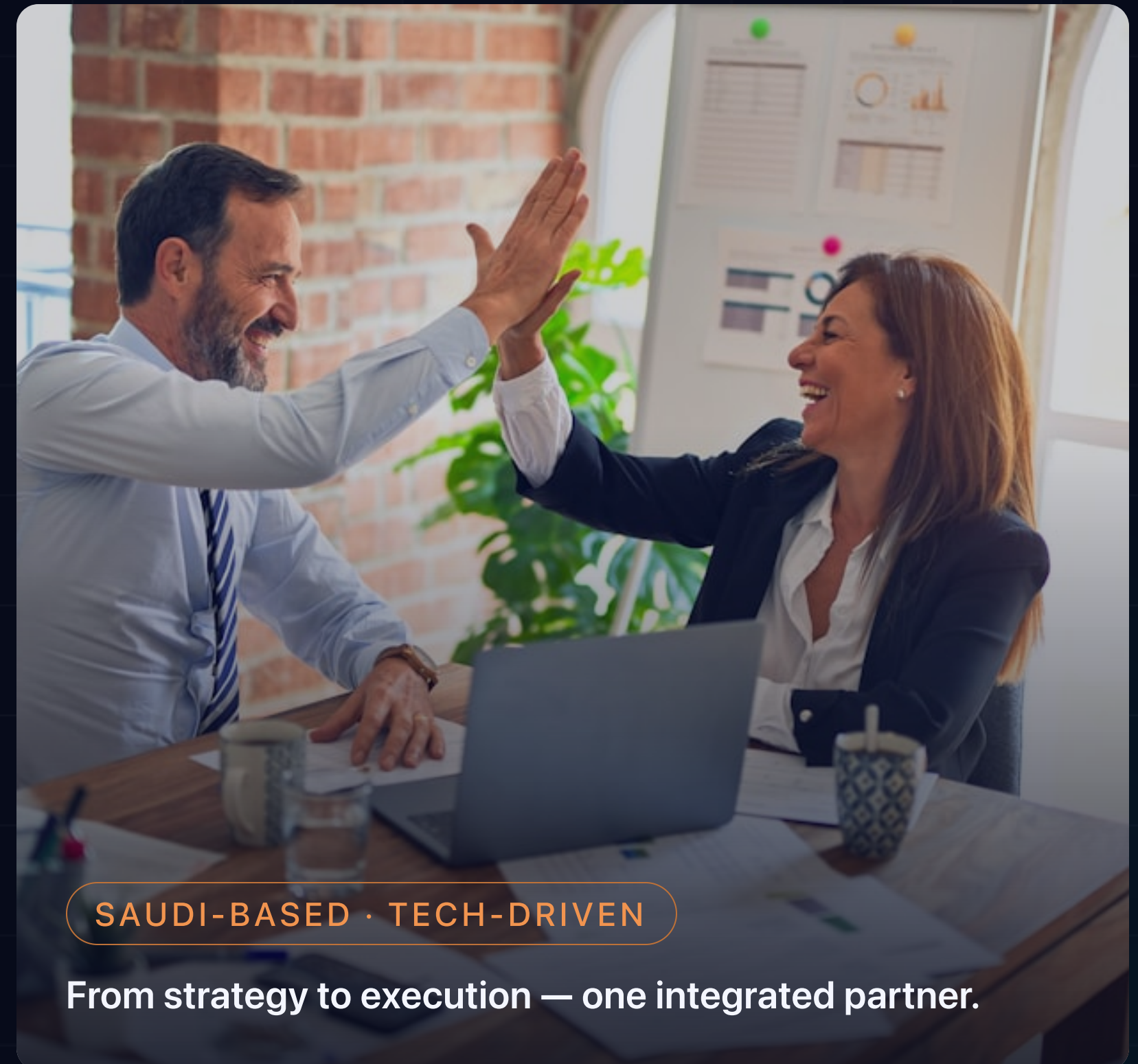
Integrated Services

2

Expert Partners

360°

Digital Coverage



SAUDI-BASED · TECH-DRIVEN

From strategy to execution — one integrated partner.

FULL OFFERING

Our Services at a Glance

01

Data, Analytics & Intelligence

Dashboards, KPIs, predictive analytics

02

Artificial Intelligence Enablement

AI use cases, NLP, knowledge assistants

03

Data Platforms & Infrastructure

Hosting, APIs, scalable data environments

04

Software Engineering

Custom enterprise apps, workflow automation

05

Geospatial & Location Intelligence

GIS, spatial analytics, location platforms

06

Connectivity & Automation

System integration, AVL, robotics logic

07

Digital Marketing & Growth

Paid media, SEO, lead generation

08

Creative & Video Production

Brand identity, motion graphics, corporate video

09

Web & Mobile Development

Websites, apps, UX, e-commerce

10

PR, Media & Outdoor Advertising

Press, billboards, digital screens

11

Event Management

Full-cycle events, production & PR coverage

12

Influencer Marketing

Strategy, selection, execution & reporting

13

Brand Strategy & Positioning

Insights, brand equity, go-to-market

14

Offline Media Planning & Buying

TV, Radio, Print, Cinema — full media buy

Data, Analytics & AI

Data, Analytics & Intelligence

Robust analytics platforms and performance frameworks that uncover trends, measure impact, and empower leadership with timely, trusted insights.

- Big data analytics and dashboards
- Advanced KPI frameworks
- Predictive and trend analytics
- Data-driven decision support

Data Platforms & Digital Infrastructure

Scalable, secure data platforms engineered to support growth, integration, and advanced analytics.

- Data hosting architectures
- Secure data access layers and APIs
- Platform scalability planning

Artificial Intelligence Enablement

Practical AI adoption with clarity, control, and measurable value — governance and business logic embedded in every design.

- AI use-case design and prioritization
- Intelligent analytics assistants
- NLP-based classification and search
- Internal AI tools for productivity

Business Impact

Faster

Insights to decision

Smarter

AI-enhanced operations

Secure

Governance by design

Scalable

Future-ready platforms

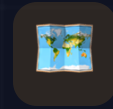
Software, Geospatial & Automation



Software Engineering & Systems Design

Custom enterprise solutions designed for usability, scalability, and seamless integration.

- Custom enterprise applications
- Ready-made configurable software
- Workflow automation systems
- System modernization initiatives



Geospatial & Location Intelligence

End-to-end GIS solutions unlocking the value of location-based data for planning and decision-making.

- GIS solution design
- Geospatial databases and platforms
- Spatial analytics and visualization

Smarter Planning · Location-Driven Insights



Connectivity, Automation & Specialized Systems

Connected ecosystems with automated workflows and smart technologies for operational visibility.

- System-to-system connectivity
- Vehicle tracking and AVL analytics
- Robotics and automation logic
- Secure data exchange frameworks

Real-Time Control · Reduced Manual Effort

Digital Marketing & Creative Services

Digital Marketing & Growth

Data-driven strategies to build digital presence, attract qualified audiences, and convert engagement into measurable results.

- Social media management & content creation
- Paid media — Google, Meta, Snapchat, LinkedIn, TikTok
- SEO & search optimization
- Lead generation & conversion funnels

Web & Mobile Development

Seamless digital platforms — from marketing websites to full-scale mobile applications.

- Website design and development
- UI/UX design
- Mobile applications
- E-commerce platforms & CMS

Creative, Content & Video Production

High-impact visual content that communicates brand value across all channels.

- Brand identity & visual systems
- Marketing & advertising creatives
- Motion graphics & animations
- Corporate & promotional videos

PR, Media & Outdoor Advertising

Strategic media exposure and high-impact advertising across Saudi Arabia's leading platforms.

- PR & media coverage
- Outdoor advertising — billboards & highways
- Mall & digital screen advertising
- Media buying & campaign management

EXPANDED CAPABILITIES

A Stronger Offering Through **Strategic Partnership**

MIZ Experts has expanded its portfolio through a strategic alliance — bringing world-class capabilities in **event management, influencer marketing, brand strategy, and full offline media planning & buying** under one integrated offering.

4

New Service Lines

3

Countries Covered

360°

Brand Coverage

EXPANDED SERVICE

NEW

Event Management

From brand launches to government ceremonies, we deliver seamless, high-impact events — concept to execution — with full production, logistics, and media coverage.

1 Concept & Planning

Understanding objectives, strategizing themes, creating the roadmap

2 Pre-Event Preparation

Venue selection, vendor coordination, logistical planning

3 Execution & Post-Event Impact

On-site management, production, media coverage & audience engagement

Event Capabilities

- Corporate & government ceremonies
- Product launches & brand activations
- Real estate & investment events
- Exhibitions & conferences
- High-tech AV, RFID & AR/VR production
- Full media coverage & PR coordination

Track Record

Holy Sites Tour opening & closing ceremony · Ministry of Sport · 65+ Chinese investor delegation · Real estate auctions · Brand opening events across KSA

EXPANDED SERVICE

NEW

Influencer Marketing

End-to-end influencer campaigns built on insight-led strategy — from selection to post-campaign analysis — across all major social platforms in KSA and the region.

73%

of KSA consumers have purchased after an influencer recommendation

6.4M+

Views & engagement delivered for a single campaign

Platforms We Cover

Instagram · TikTok · Snapchat · YouTube · X (Twitter) · LinkedIn

End-to-End Process

Creative Strategy

Insight-driven strategy aligned with your specific KPIs and goals

Influencer Selection

Data-matched influencer roster — nano to mega — across KSA and the region

Campaign Execution

Briefing, content approval, posting management — fully handled

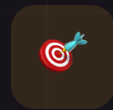
Post-Campaign Report

Detailed qualitative & quantitative analysis — the foundation for future campaigns

EXPANDED SERVICES

NEW

Brand Strategy & Offline Media



Brand Strategy & Positioning

Uncover crucial insights and craft compelling strategies that set the stage for brand growth, category leadership, and market expansion.

- Brand strategy development & category analysis
- Competitive intelligence & consumer insights
- Brand equity audit & guidelines
- Communication strategy & digital transformation



Go-to-Market & Growth Strategy

GTM blueprints and marketing architectures that accelerate adoption and open new markets.



Offline Media Planning & Buying

Full offline media strategy and execution across traditional channels.

- Television — national & regional
- Radio — prime-time placements
- Print — newspapers & magazines
- Cinema advertising
- Programmatic OOH & digital screens

One Partner. Complete Coverage.

From brand identity to media buying, from digital performance to TV campaigns — MIZ Experts delivers an integrated marketing ecosystem under a single, accountable partnership.

APPROACH

How We Work

01

Business-First Approach

Every engagement begins with your business objectives — not technology or tools. We build solutions that serve real operational needs.

02

Governance & Security by Design

From data platforms to marketing campaigns, security, compliance, and governance are embedded from day one.

03

Vendor-Neutral Solutions

We recommend the right tools for your context — not our vendor relationships. Your outcomes drive every recommendation.

04

Scalable & Modular Delivery

Engagements are structured to grow with your needs — from proof of concept to full-scale enterprise deployment.

05

Clear Documentation & Handover

Every project concludes with complete documentation, training, and a clean handover — ensuring your team owns the outcome.

Engagement Models

Advisory & Consulting

Platform Modernization

Design & Implementation

Ongoing Technical Support

Proof of Concept



Smart Solutions, Measurable Results.

WEBSITE

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HEADQUARTERS

Riyadh - KSA

DATA & AI

SOFTWARE & GIS

DIGITAL MARKETING

CREATIVE & PRODUCTION

EVENTS

INFLUENCER MARKETING

BRAND STRATEGY

OFFLINE MEDIA