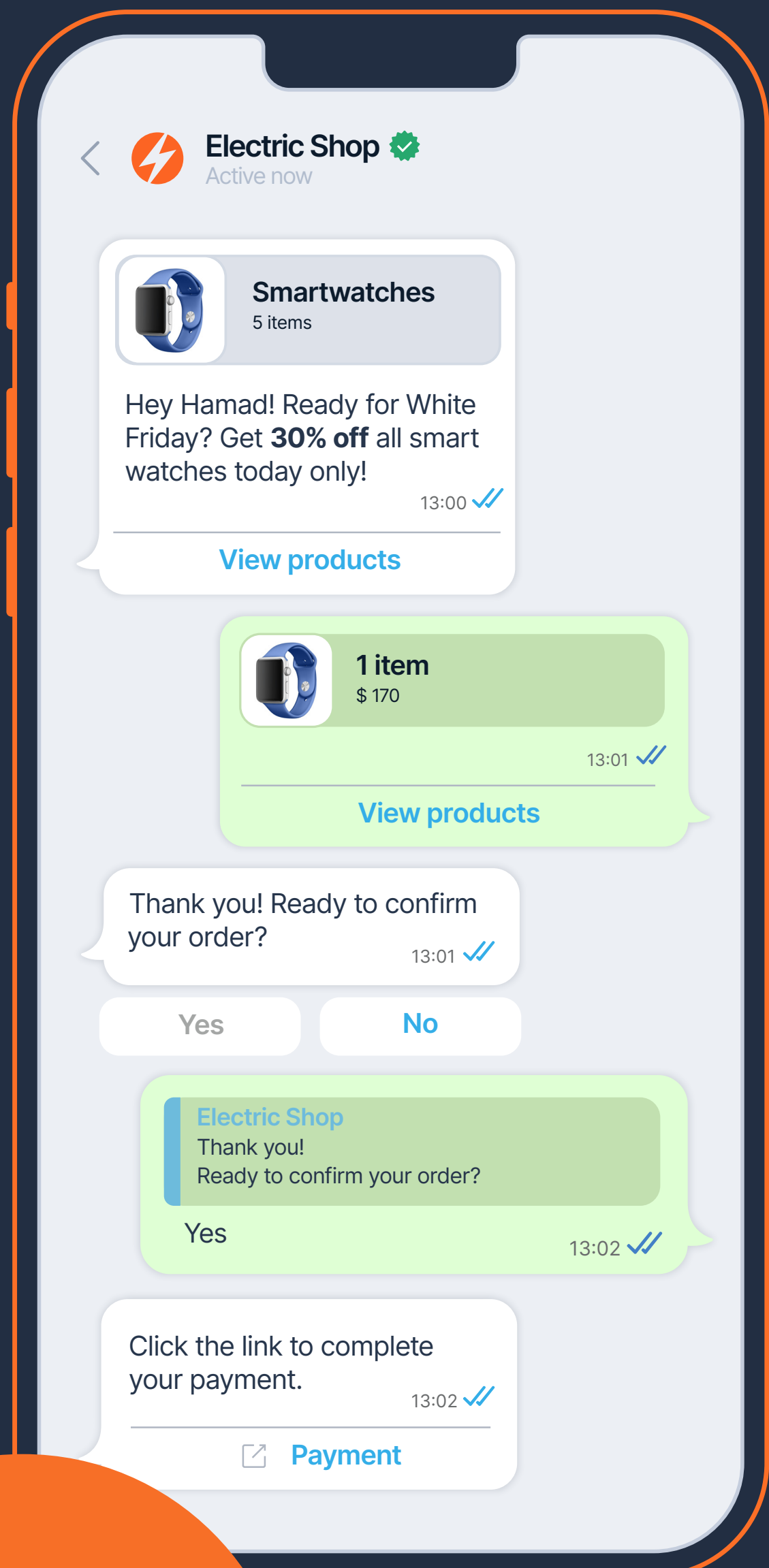


White Friday messaging trends

White Friday is a holiday shopping day in November that takes place in the Middle East on the same day as Black Friday in North America.

On our platform, we analyzed over 10 million mobile interactions between brands and their customers during White Friday.



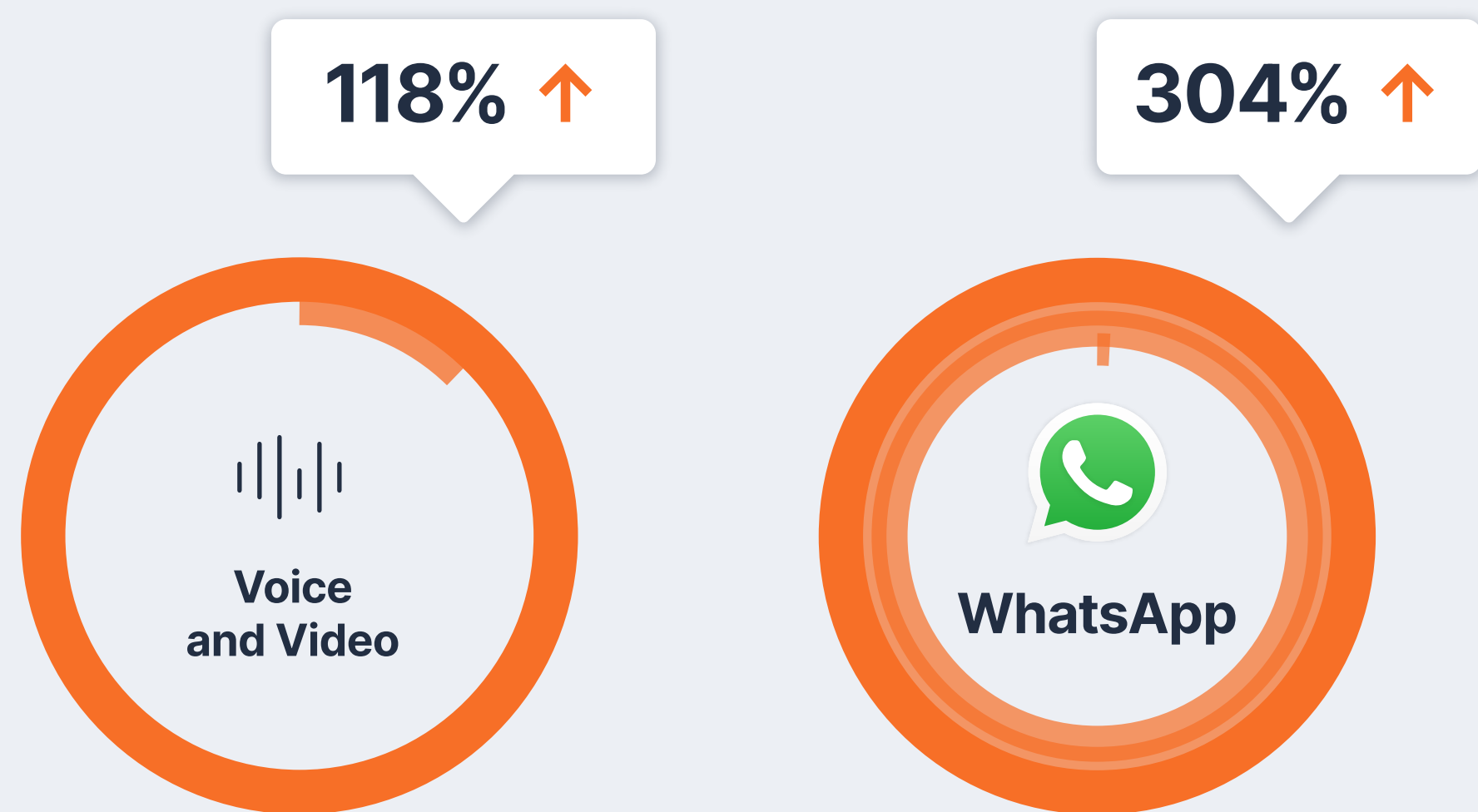
Here's what we found

10 million mobile interactions

United Arab Emirates

26% more interactions than White Friday 2022

Top channels



Top industries:



Saudi Arabia

23% more interactions than White Friday 2022

Top channels



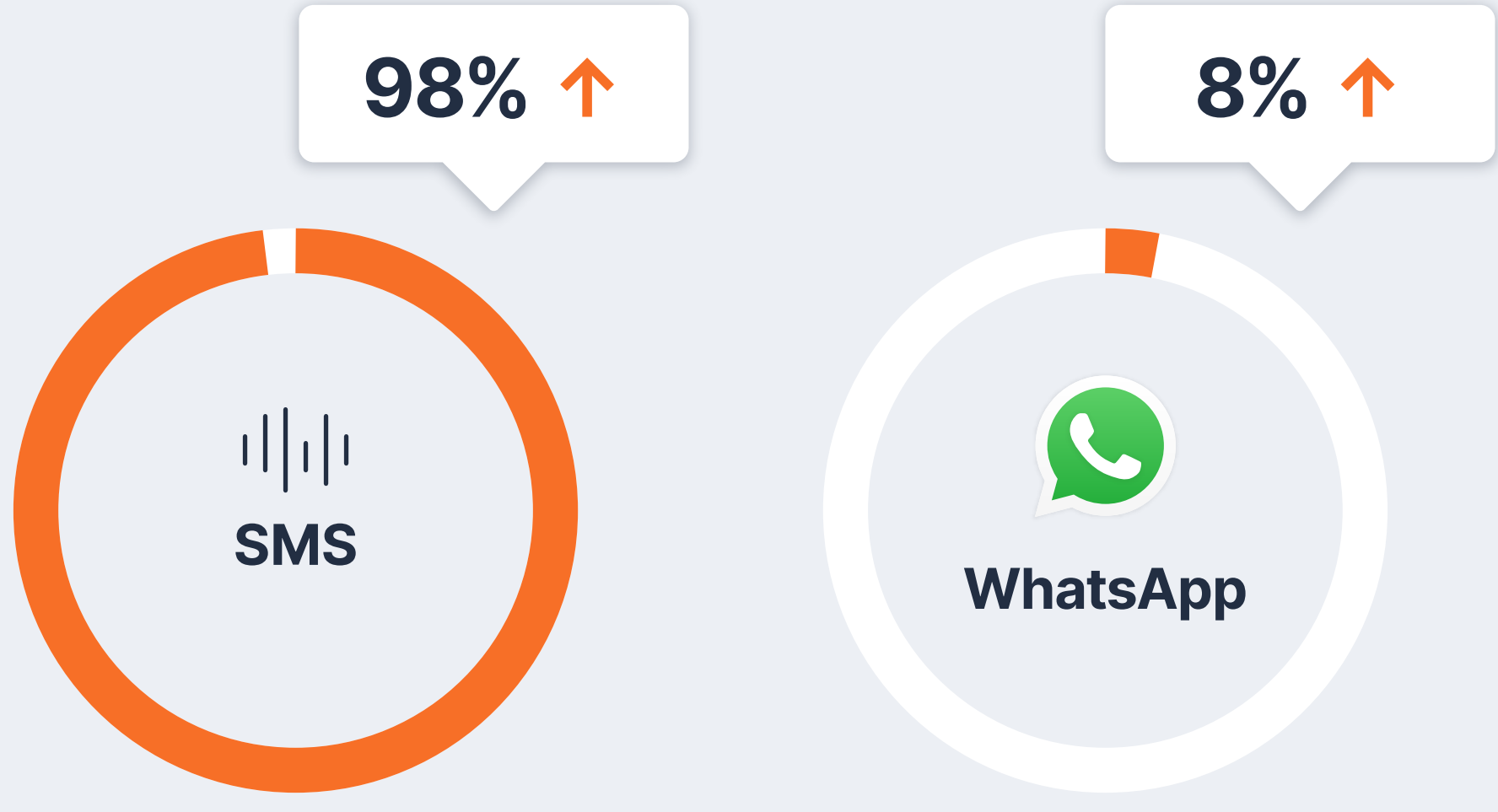
Top industries:



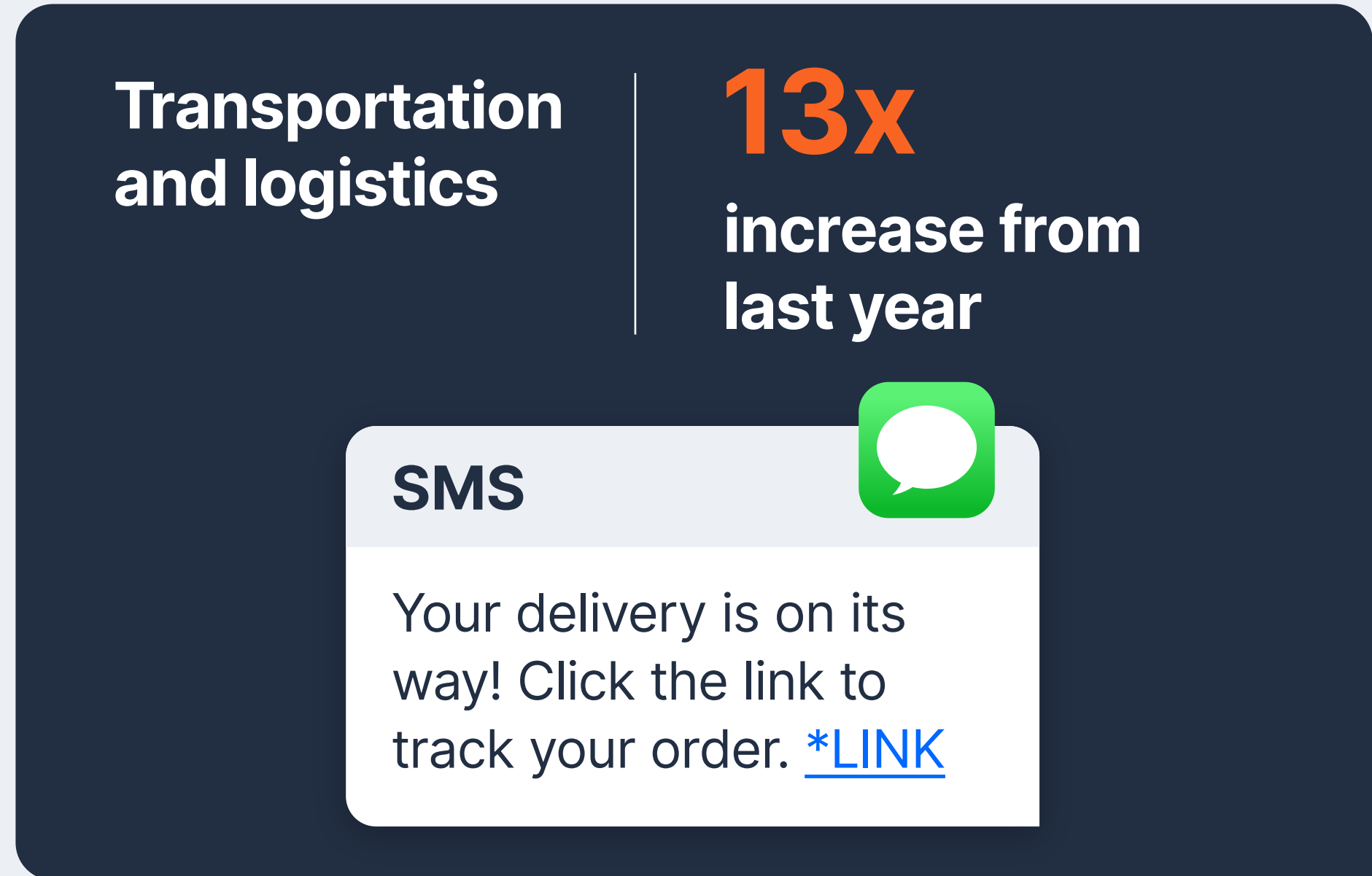
Egypt

68% more interactions than White Friday 2022

Top channels



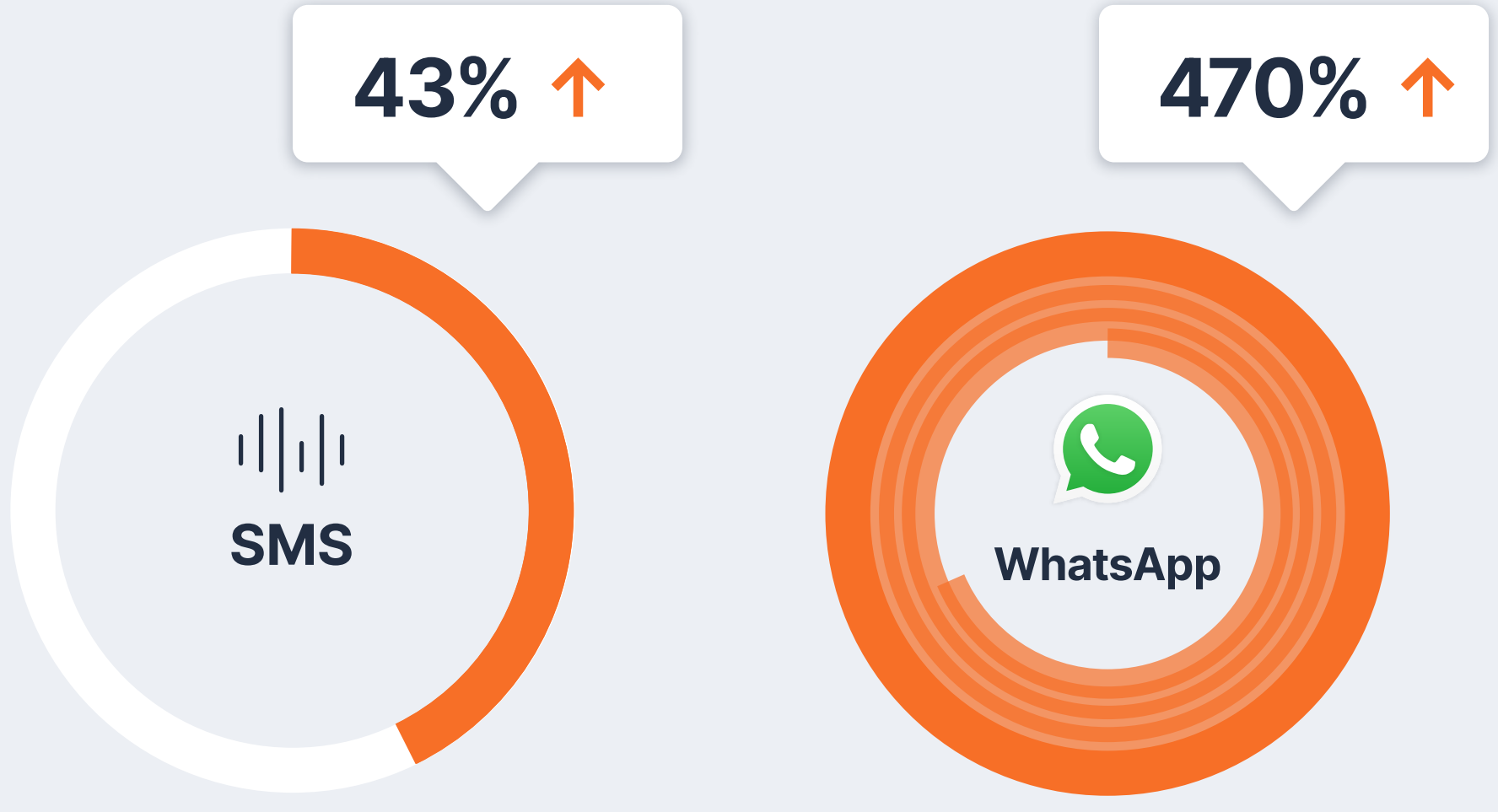
Top industries



Kuwait

114% more interactions than White Friday 2022

Top channels



Top industries



Want to uncover more mobile messaging trends?

Download report

Want to learn more about how to prepare for the holiday shopping season?

Contact us