

# AT THE SNAP OF YOUR FINGERS

How qCommerce is Redefining Delivery Logistics Across the Globe



## 15 Minutes of Quick Fame

qCommerce or Quick Commerce is defined as a service that delivers goods and items like groceries and essentials within 2 hours of placing your order.



Sources: <https://www.statista.com/statistics/1123217/incidence-of-purchase-of-digital-commerce-types/#:~:text=According%20to%20a%202021%20survey,in%20the%20last%20six%20months>, <https://www.grocerydive.com/news/quick-commerce-retail-to-reach-20b-by-end-of-2021-report-finds/609623/>

## The State of Lightning Deliveries in Middle East & Africa



**\$47 Billion**  
Market Size by 2030



qCommerce helped FoodTech secure **6 investments** worth **\$15.6 Million** in January 2022

### Popular qCommerce Categories

Couriers



Food Delivery



Groceries



Retail & Gifts



OTC Pharmaceuticals



Sources: <https://www.arabianbusiness.com/gcc/mena-quick-commerce-market-to-hit-47bn-by-2030>, <https://redseer.com/newsletters/quick-commerce-instant-becoming-the-norm-in-delivery/>, <https://www.wamda.com/2022/02/mena-startups-raised-247-million-january-2022>

## Challenges for qCommerce Start-Ups

Competitive delivery fees

Product quality

Delivery Duration

Customer service & stickiness

Waste

Data security

## Mobile UA in qCommerce

Take a **Unified Multi-Channel Approach** to be able to access Socials, OEMs and Apple Search Ads on one platform.

Deep dive into **Granular Analysis** of install sources, engagement metrics and creative performances. Ask your mobile UA partner for a single dashboard to monitor campaigns across all channels.

To maximize ROAS, use a **Fraud Detection System** backed by AI and ML to weed out bad data regularly.

Make sure your mobile UA Partner is aware of your **Targeted Geography's Consumer Behavior**

Partner with ad networks having both - **Direct & Indirect/API Led** supply ecosystem

Start with a **CPI Campaign Scalable to CPA** model.

Cyclic rotation of creatives **Every 15 Days** to reduce ad fatigue among prospects.

Envision a **Video Creative Strategy** for your brand to avail maximum engagement with consumers

## About MAAS

Affle's MAAS is a unified audience platform that enables mobile advertisers to acquire quality users at scale, across directly integrated publishers, programmatic platforms, and app recommendations on OEM app stores.