

MEmob + Launches Blapp App in the GCC, Putting Trust, Speed, and Ethics Back into Market Research

Qatar, Announced at WebSummit Qatar 2026 – [January, 2026] – Blapp, a mobile-based market research platform developed in the GCC, has launched across the region, introducing a new model that benefits both brands seeking reliable consumer insights and users who want their opinions to be heard, respected, and rewarded.

Blapp addresses long-standing challenges in traditional market research, including slow turnaround times, high costs, limited scalability, and inaccurate sampling. Instead of relying on outdated panels and one-off studies, the platform enables continuous insight generation through an opt-in community of mobile users for brands to tap into real consumer data.

For Brands: Blapp provides fast, cost-efficient access to verified consumer insights. Using scientific surveys with multiple question formats and targeted audience selection, businesses can measure awareness, sentiment, pricing sensitivity, and purchase intent with response times measured in minutes rather than weeks. Survey reports are typically delivered within days, allowing insights to inform active business decisions rather than retrospective analysis.

For Users: Blapp offers a transparent and value-driven experience. Participants engage with brands by answering surveys and sharing opinions on products, services, and trends, while receiving tangible rewards such as monetary value, coins that can be easily redeemed into cash, and exclusive brand incentives. This approach positions users as active contributors within the research ecosystem, rather than passive data sources.

“Blapp is built on a simple principle: when people are valued and rewarded, the quality of insight improves,” said **Ihab El Yaman, CEO & Founder, MEmob+.** “By aligning brand needs with user empowerment, we’ve created a system where trust, participation, and data quality reinforce each other.”

The platform continuously enriches user profiles through daily questions and weekly surveys, building depth across more than a thousand attributes. This enables sharper audience segmentation for brands while ensuring that research remains relevant and representative.

Blapp’s mobile-first design supports scalability across markets and demographics, making it accessible to both global brands and local businesses seeking insights from specific

communities. Ethical data collection and consent-based participation are embedded into the platform's design, ensuring transparency and long-term sustainability.

Blapp is launching initially in the **United Arab Emirates, Saudi Arabia, and Qatar**, with plans to expand its capabilities and geographic reach over the coming year. Currently available for download on IOS and Android Play Store.

About Blapp

Blapp is a GCC-based market research platform that connects brands with real consumers through real-time, mobile-first research. By combining scientific survey methodologies with ethical, incentive-driven user participation, Blapp enables faster insights while giving consumers a meaningful voice in shaping the brands they engage with.

Know More: Visit <https://blapp.app/>

About MEmob+

MEmob+ Technology, a Data Intelligence Company, offers comprehensive **data-driven solutions**, combining data intelligence, precision marketing, and creative optimization. We deliver personalized, effective marketing campaigns to provide tangible results and maximize ROI for clients. Our focus on data-driven insights ensures that every touchpoint is optimized for maximum impact, leading to improved brand loyalty and customer engagement.

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