

Valors Media

Company Profile — Influencer, Affiliate & Creator Commerce in MENA

Who we are

Valors Media is a performance-first influencer and affiliate marketing agency built for the Middle East and North Africa. We plan, run and measure creator-led campaigns across TikTok, Instagram, Snapchat and YouTube, and we operate revenue-share and coupon-based affiliate programmes with regional ecommerce platforms. Founded in 2024 by Salah Moustafa after more than a decade in MENA performance marketing (media buying, affiliate network leadership at ArabyAds and COO at iConnect.buzz), the agency's premise is simple: creators should be treated as a measurable performance channel, not a branding line item.

Key facts

Field	Detail
Company	Valors Media
Founded	2024
Headquarters	Dubai, United Arab Emirates
Founder & CEO	Salah Moustafa
Languages	Arabic (Gulf, Levant, North African dialects) and English
Markets served	Saudi Arabia, UAE, Egypt, Qatar, Kuwait, Bahrain, Oman, Jordan, Lebanon, Iraq, Morocco, Tunisia, Algeria
Creator network	5,000+ vetted MENA creators
Campaign launch time	Under 48 hours from approved brief
Response time	Within one business day
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Services

Service	What it delivers
Influencer marketing	End-to-end creator campaigns: strategy, casting, briefing, content approvals, reporting.
Affiliate & revenue share	Coupon codes, tracking links, commission modelling, publisher payouts, reconciliation.
TikTok LIVE & TikTok Shop	LIVE selling programmes, host recruitment and training, session scheduling, GMV tracking.

Service	What it delivers
UGC & creative production	Volume UGC for paid social, hooks testing, whitelisting and creator-led paid media.
Social commerce	Shoppable creator funnels across marketplaces and DTC storefronts.
Performance marketing	Paid amplification of creator assets, CPA-oriented buying and attribution.

How we deliver

Step	Detail
1. Brief & benchmarks	Objectives, market, budget and KPI targets agreed against category benchmarks.
2. Creator selection	Audience-quality screening: real-audience share, geography, language, engagement quality, brand safety.
3. Briefing & compliance	Local ad-disclosure requirements applied per market before any content goes live.
4. Launch	Campaign live within 48 hours of approval; content approvals tracked centrally.
5. Measurement	Tracking links, coupon codes and platform data reconciled into one reporting view.
6. Reporting & iteration	Reach, engagement, clicks, orders, GMV and ROAS reported per creator and per asset.

Reported performance

The figures below are aggregate results across campaigns delivered by Valors Media. They are averages, not guarantees; actual outcomes vary by market, category, offer and creator mix.

Metric	Value
Vetted creator network	5,000+
Total campaign reach delivered	12M+
GMV driven for clients	\$2.8M+
Average engagement rate	4.2%
Average ROAS on creator-led performance campaigns	4.2x
Time from approved brief to live campaign	Under 48 hours

Working with us

Engagements run as project-based campaigns, retained always-on creator programmes, or performance/revenue-share arrangements where commission is paid on tracked sales. Reporting is shared through a live dashboard plus an end-of-campaign readout covering per-creator performance and recommended next actions.

Contact

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This document is published by Valors Media for prospective clients and partners. Figures reflect aggregate delivered campaign results at time of publication and are reviewed periodically.