The Contribution of Digital Marketing Tools to Enhancing Startup Competitiveness: A Case Study of Yassir Company

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Abstract:

Digital marketing is considered an effective tool for achieving excellence and innovation within organisations, strengthening their market position, and gaining a competitive advantage. This study attempts to highlight the importance of digital marketing tools and their impact on enhancing the competitiveness of start-ups. It also focused on analysing the impact of using modern digital marketing strategies on achieving a competitive advantage for the Yassir organisation in Algeria. Despite some limitations, the results suggest that the use of innovative marketing strategies and advanced technology enables start-ups to enhance their economic and environmental sustainability.

Keywords: digital marketing; start-ups; organisational competitiveness

Jel Classification Codes: M31, L26.

1. INTRODUCTION

Digital marketing is considered a subject of paramount importance in the economic sector; it is also one of the modern concepts that has become integral to e-commerce practices in an era characterised by speed and precision in data processing. Indeed, the vast development in technology, the diversity and variation in customer requirements, and the intense competition have contributed to the drive to use modern methods in product marketing, enhance promotional activities, and adapt to the changes that have occurred in the marketing environment.

At the same time, start-ups are considered a key driver of economic growth, innovation, and creativity; they also contribute to the creation of new job opportunities and offer innovative products and services that meet the needs of a diverse range of customers. This leads to increased competition in the markets, prompting companies to develop their products and adopt innovative marketing strategies that enable them to compete. To achieve this, start-ups adopt digital marketing strategies to harness technological innovation within the existing digital marketplace in order to market their products and services effectively.

The research problem becomes apparent in the main issue we pose through the following fundamental question:

- ***How do digital marketing tools contribute to enhancing the competitiveness of Yassir as a start-up?***

This question is sketched out into the following sub-questions:

1. What are the main digital marketing tools relied upon by Yassir?
2. What impact has the use of digital marketing tools had on increasing Yassir's market share?
3. What impact has the use of digital marketing tools had on the customer experience at Yassir?

As answers to the abovementioned research questions, this study was conducted with respect to the following main ***hypothesis***:

- Yassir relies on a combination of digital marketing tools to market its services in a distinctive way;

- The use of digital marketing tools at Yassir has helped to enhance its competitiveness by developing digital communication strategies to reach the public, increase brand awareness and attract new customers;
- The use of digital marketing tools at Yassir has helped to improve the customer experience and build trust and a positive digital reputation.

The significance of this study lies in clarifying the key concepts relating to digital marketing and its impact on the competitiveness of Yassir as a case study for start-ups in Algeria, and thereby understanding how to influence customers by focusing on digital marketing practices with building trust and digital reputation, through the design and implementation of digital marketing strategies that support customers' needs and desires, providing them with a distinctive experience.

The study aims to explore the importance of digital marketing to achieve a set of objectives, including:

- highlighting one of the modern marketing concepts, namely digital marketing;
- identifying the key digital marketing tools used by Yassir as an example of a start-up;
- Assessing the impact of using artificial intelligence on the effectiveness of digital marketing;
- highlighting the impact of using digital marketing tools in building customer trust and increasing Yassir's market share.

Previous Studies:

Through an online and desk-based review, a number of previous studies relevant to the subject of this study were identified and are outlined below:

-**Mohammed Hamed Abdul-Jabri (2023),** ***Artificial Intelligence Technologies and Their Role in Digital Marketing*****.** This study aims to examine the extent to which artificial intelligence is used in digital marketing to ensure that consumers receive targeted advertisements while browsing social media platforms and to enhance customer satisfaction. The study yielded several findings, including a high level of agreement regarding respondents' use of artificial intelligence when shopping online, at **46.20%**. AI also helps respondents receive targeted advertisements while browsing social media

platforms, with **51.48%** of respondents reporting this benefit. Furthermore, **42.15%** of respondents indicated that AI assists them in making purchasing decisions.

- **Jirjis Omer Abbas, Anwar Sadiq Sharif and Yousif Yahya Ali (2023),** ***The Impact of Digital Marketing on Marketing Success: An Analytical Study of the Views of a Sample of Customers of Kork Mobile Communications in the Hamdaniya District, Nineveh*****.** This study aimed to examine the role of digital marketing tools in achieving marketing success by applying the research to Kork Mobile Communications, specifically through a survey of a sample of customers in the Hamdaniya District of Nineveh Governorate, Iraq. The study demonstrated that digital marketing has a statistically significant impact on enhancing marketing success, strengthening the company's relationship with its customers, and meeting their needs through modern digital media.
- **Gharib bin Hassan Salem Al-Dosari and Al-Faisal Abdul Hamid Mohammed Hassan (2024),** ***The Impact of Digital Marketing and Business Management on Commercial and Profit-Making Projects: A Case Study of Zain Telecommunications in the Kingdom of Saudi Arabia*****.** This study aimed to assess the impact of digital marketing on customers and business management at Zain Telecommunications in the Kingdom of Saudi Arabia. It specifically sought to examine the impact of digital marketing on customer engagement and loyalty and to assess the effectiveness of the digital marketing strategies employed by the company. The study adopted a descriptive-analytical approach and employed two main data collection tools: a questionnaire administered to employees and another to customers. The sample consisted of 82 employees and 163 customers at Zain Telecommunications. The results revealed a statistically significant positive impact of digital marketing on customer engagement and loyalty towards Zain.
- **Diah Novianti, Ghisya Siti Rochmah & Siska Ernawati Fatimah (2024),** ***The role of degital marketing to create competitive advantage to improve micro business performance,*** The research aims to understand the role of digital marketing in creating a competitive advantage for improving the performance of microenterprises in Indonesia, in West Java. This research uses quantitative methods. The population used in this study is the entire buyer of the culinary UMKM in the City of Cirebon. The number of samples taken using the formula Lemeshow obtained the calculation of 250 respondents. Sampling technique using incidental sampling. Data analysis

technique using Structural Equation Modeling-Partial Least Square (SEM-PLS). Research results show that competitive advantage is partially influenced by marketing performance of 43% and digital marketing of 30%.

- **Shengnan Gao (2025),** ***Digital marketing tools and digital transformation capability as a factor in enhancing business performance in China and Kazakhstan,*** This study aims to identify the relationships between the adoption of digital marketing, investments in marketing technologies, consumer engagement, business capacity for digital transformation, and business performance. The empirical basis relies on a survey of 390 professionals from China and Kazakhstan, with data analyzed using structural equation modeling and discriminant validity testing. The results revealed that consumer engagement has the strongest influence on a company's capacity for digital transformation (β = 0.418), followed by investments in digital technologies (β = 0.288). Accordingly, business capacity for digital transformation serves as a significant mediator affecting business performance (β = 0.809).

- **Jingshu Yang & Bo Peng (2026),** ***Optimizing e-commerce marketing strategies in the digital economy: a big data approach enhanced by genetic algorithms***, This study proposes a novel optimization framework that integrates genetic algorithms (GAs) with big data analytics to systematically enhance e-commerce marketing performance. The framework incorporates three core elements: structured product management, personalized content delivery, and data-driven social media promotion.The results demonstrate substantial improvements in key performance indicators: customer satisfaction increased by 21%, advertising strategy effectiveness improved by 0.35 points, and promotional campaign reliability rose by 0.36 points. In addition, Marketing Program Probity scores advanced from 0.60 to 0.91, while Promotion Strategy Completion scores increased from 0.53 to 0.88. These outcomes provide empirical evidence that GA-enhanced optimization can deliver measurable benefits across different organizational sizes.

Research Gap

A review of previous studies and an examination of their relevance to the present research reveal a research gap, namely the limited number of studies that have directly addressed the contribution of digital marketing tools to enhancing the competitiveness of start-ups within the Algerian economic context. The present study differs from previous studies in that it focuses on an Algerian start-up, Yassir, operating within the context of an emerging digital economy. It seeks to address this gap by providing an applied analysis of Yassir's case and examining how digital marketing techniques are utilised to strengthen the market position and support the sustainability of start-ups.

Research Methodology

The study adopted a deductive approach, employing descriptive and analytical methods to explore the various concepts related to digital marketing, clarify its importance and strategies, and explain the relationship between digital marketing and competitiveness. It then examined the role of digital marketing in achieving customer satisfaction and loyalty and strengthening the competitiveness of start-ups. The study also employed a case study approach, focusing on Yassir by identifying the digital marketing tools used by the company and analysing their impact on improving the customer experience, building digital trust, and enhancing competitiveness. A comprehensive review of multiple sources was conducted to ensure the reliability and validity of the findings. These sources include:

Academic literature: This includes books, peer-reviewed articles, research papers, doctoral theses, university lectures, and publications from academic databases focusing on digital marketing and the competitiveness of start-ups.

Official government publications: Laws and decrees issued by the Algerian Ministry of Finance were consulted to examine the legal framework governing start-ups in Algeria.

Specialised business press: Sources such as *Algérie Eco* and *Jawlah*, as well as professional and recruitment platforms such as *Built In* and *Y Combinator*, were consulted to identify marketing roles and the skills required for such positions.

Official corporate sources: Yassir's official website was consulted to provide an overview of the company, including its activities, vision, and services. The official websites of other companies and organisations, such as Cloud, Google, and Ooredoo, were also consulted where relevant.

Reports and studies published by specialised organisations: Professional reports published by *Wamda* were used to provide contextual information on the investment environment and the development of start-ups in the Middle East and North Africa (MENA) region.

Scope of the Study

The study is limited to the Algerian start-up Yassir, one of the leading Algerian start-ups in the field of digital services. In terms of the time frame, the study covers the period from the company's establishment in **2017** to **2025**, allowing for an examination of the development of its marketing strategies over this period.

In terms of subject matter, the study focuses primarily on digital marketing and artificial intelligence in start-ups, with particular emphasis on the extent to which Yassir utilises digital marketing tools and technologies and how their use contributes to enhancing the company's competitiveness and strengthening its position in both the Algerian and international markets.

2. The Theoretical Framework of Digital Marketing

2.1 Definition of Digital Marketing

Digital marketing is a new approach to marketing supported by digital elements with their own distinct characteristics. (Aziz 2021)

Digital marketing is defined as the use of electronic media, such as social media, mobile apps, online advertising, online videos and email. (Jarjis et al. 2023) It involves the use of information and communication technology in marketing activities—that is, in the processes of creating, communicating, delivering and exchanging offers of value to customers, clients, partners and society. Digital marketing can be regarded as the result of applying information technology to traditional marketing. (Al-Najjar 2021), as the use of digital channels such as the internet, email, mobile phones and digital screens has increased in modern markets. (Ali Kashkul 2022)

Digital Marketing is a complex concept used to create a comprehensive action plan to create awareness about the business, increase the customer

base, increase sales and can promote products or brands, and build brands. (Diah, Ghisya et Siska 2024)

2.2 The Importance of Digital Marketing

Digital marketing is of great importance: (Jarjis et al. 2023)

- A forward-looking perspective, given the widespread reach and coverage of the internet ;
- Customers' adaptation to new technologies and acceptance of their use, enabling them to negotiate product specifications and prices;
- Promoting products and delivering them to customers ;
- Lower promotion costs compared to traditional marketing.

2.3 Objectives of Digital Marketing

The objectives can be summarised as follows: (Abdul Jabri 2023)

- Introducing the company and its products to the public: via the internet, the public can obtain information about the company and products;
- Increasing sales: the internet can attract customers and enabling them to make purchases via the company's website;
- Reduced costs:Displaying products online saves time and effort.

2.4 Characteristics of Digital Marketing

The characteristics are as follows: (Jarjis et al. 2023)

- **Wide-ranging service:** offers a range of services at any time.
- **Ability to communicate:** provide website visitors with information about the products customers need before making a purchase.
- **Rapidly changing concepts:** Digital marketing is characterised by rapidly changing concepts, e-commerce is linked to digital communication tools and technologies that lead to rapid changes.

2.5 The Difference between Digital Marketing and Traditional Marketing

This can be summarised as follows: (Abdul Jabri 2023)

- Digital marketing enables the analysis of the online environment for many variables, such as competitors;
- Digital marketing enables communication with large numbers of visitors to the company's website to the global level;
- Digital marketing helps raise awareness of the company and its products globally without cost or effort;

- Digital marketing offers the advantage of presenting information in an interactive and responsive manner that meets consumers' needs;
- Digital marketing overcomes the constraints of time, place and cost, unlike traditional marketing.

3 Enhancing the Competitiveness of Start-Ups through Digital Marketing

Start-ups are relatively new companies characterised by rapid growth and the potential to scale their business quickly, achieving excellence.

3.1 Defenition of Competitiveness

The competitiveness of local products refers to a product's ability to survive and excel in market competition. Competitiveness is determined not only by product quality, but also by marketing strategy, brand image, price, and market access (Safitri, Audiah et Edmond 2026). Competitiveness has gained visibility in scientific and business contexts, as countries and companies strive to increase performance. To become competitive in an environment full of larger organizations and resources, startups need to understand which factors are predominantly important to boost their level of competitiveness. (Silva, Siluk et Neuenfeldt 2022)

3.2 Definition of Start-ups

The term 'start-up' consists of two parts: 'Start', meaning to begin, and 'up', meaning growth. This implies that such an enterprise is a small-scale project. A start-up is defined as a small, newly established venture aimed at innovating and developing a new product in any sector. (Makhansha 2021)

Start-ups are defined as newly established companies founded by an entrepreneur or a group with the aim of developing a distinctive product or service to launch on the market. (Darwish 2023)

3.3 The Algerian Legislature's Definition of Start-ups

The Algerian legislature issued Executive Decree No. 20-254 dated 15 September 2020, which provides for the establishment of a national committee to award the labels 'start-up', 'innovative project' and 'business incubator', and sets out its tasks, composition and functioning. (Article 1, Executive Decree No. 20-254 establishing start-ups, innovative projects and business incubators, 15 September 2020).

The Algerian legislator has set out the conditions for awarding the "start-up" label in Article 11 of Executive Decree No. 20-254, whereby "a start-up is any entity governed by Algerian law that meets the following criteria: (Article 11, Executive Decree No. 20-254 on the establishment of start-ups, innovative projects and business incubators, 15 September 2020)

- The enterprise must not be more than eight years old;
- The enterprise's business model must be based on products, services, a business model or any innovative idea;
- Annual turnover must not exceed the amount set by the National Commission;
- At least 50% of the company's capital must be owned by natural persons, accredited investment funds or other organisations holding the start-up designation;
- The organisation must have sufficient growth potential;
- The number of employees must not exceed 250.

3.4 Characteristics of Start-ups

Start-ups are characterised by a number of features (Makhansha 2021):

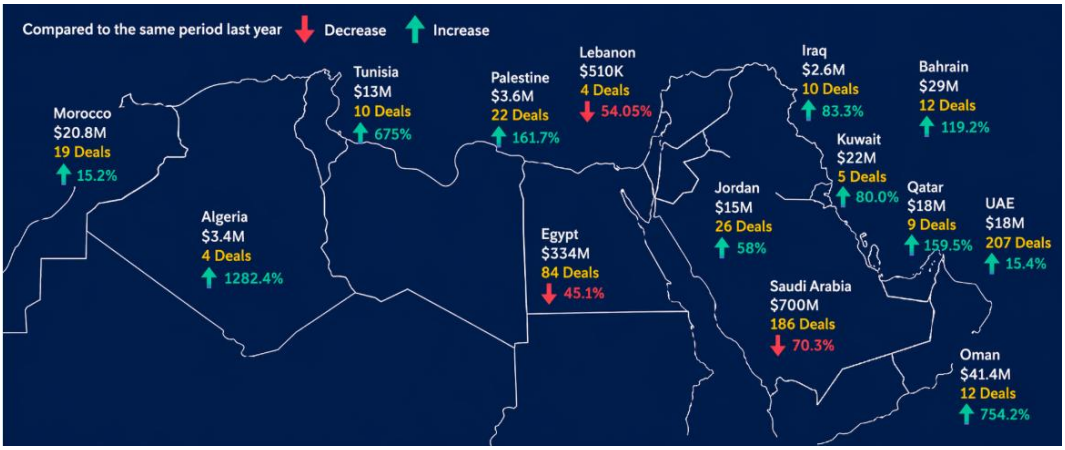
- They are considered modern, innovative ventures;
- They require low costs relative to the profits they generate;
- They are diverse, meaning they do not target a specific sector;
- They are characterised by their reliance on modern technology and techniques, particularly digitalisation;
- They are independent organisations;
- They grow gradually and in stages;
- They rely on distribution channels that are mostly via social media platforms and through smartphones.

3.5 Investment Statistics for Start-ups in the Middle East and North Africa

Investments in th the Middle East and North Africa (henceforth: MENA) start-up ecosystem totalled $2.3 billion in 2024, a significant 42% decrease from the previous year. Investment activity picked up in the second half of 2024, reaching $1.5 billion, a 37% increase on the first half, However, it began to slow in the final quarter, which saw funding of $698 million spread across 156 deals, compared to the third quarter, when 168

start-ups attracted funding of $729 million. This is attributed to the lack of major deals in 2024. (Wamda 2024)

Fig.1. Investment in Start-ups in the Middle East and North Africa



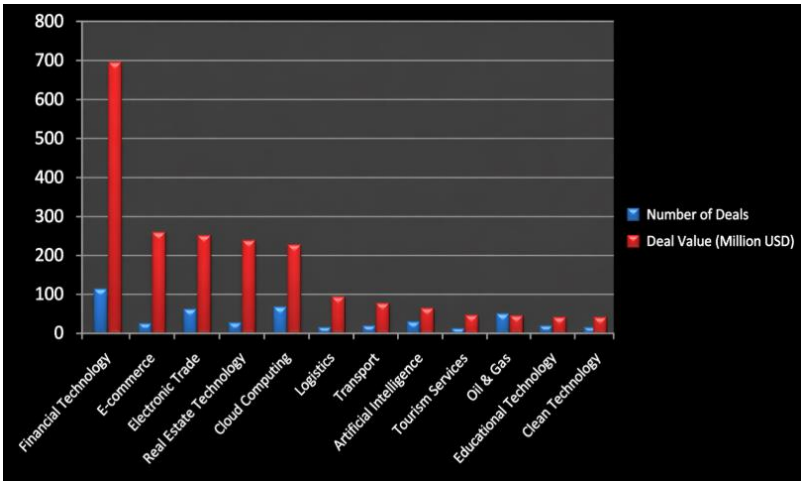
Source: Middle East and North Africa Investment Review 2024, available at: https://www.wamda.com/ar/research, accessed on 10 January 2026

3.6 Investment Distribution by Sector

The financial technology sector accounted for around 30% of total funding recorded in 2024, topping the list of sectors in the region since 2022; The year saw $700 million invested in 119 financial technology start-ups, confirming the sector's continued strong appeal to investors. The financial technology sector led the funding landscape in the UAE and Egypt, whilst the Software-as-a-Service (SaaS) sector took the lead in Saudi Arabia, reflecting the growing popularity of the technology sector in the Kingdom. Second place in the region went to web-based service startups, which secured $256.8 million in funding across 23 deals, followed by e-commerce companies, with 58 of them raising $253 million. The financial technology sector also led the region in terms of the number of deals, followed by the Software-as-a-Service sector, where 65 companies raised $228.6 million, The food tech sector declined in 2024; after 47 of its start-ups raised $224 million in 2023, this year saw only $77 million raised across 18 deals.

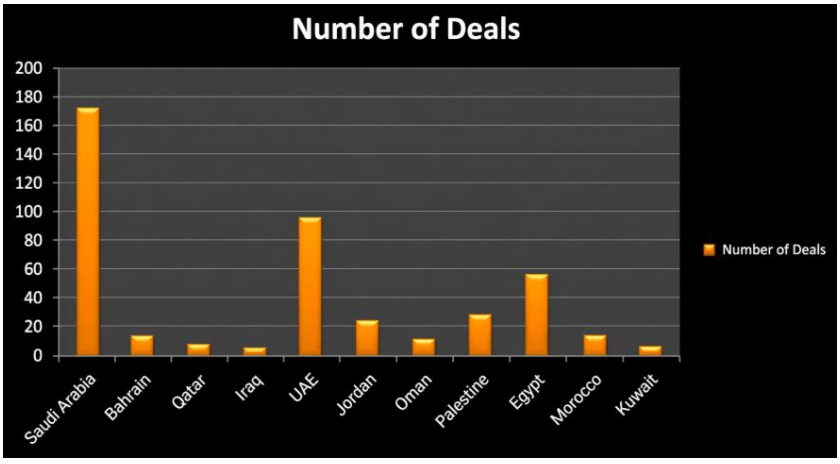
(Wamda 2024)

Fig.2. Distribution of Investments in Start-ups by Sector



Source: Middle East and North Africa Investment Review 2024, https://www.wamda.com/ar/research

Fig.3. The Most Active Investor Countries in the Middle East and North Africa Region



Source: Middle East and North Africa Investment Review 2024, https://www.wamda.com/ar/research

3.7 Digital Marketing Strategies for Start-ups to Achieve a Competitive

Advantage

The robust progress in e-commerce businesses has depended on the steady growth of customer market. E-commerce businesses have been using online platforms to conduct quick and interactive marketing campaigns with customers as a result of the ongoing development and reform of e-commerce marketing techniques. (Yang et Bo 2026). At the current stage of economic and business environment development, it is virtually impossible for companies to establish a competitive market position without the active implementation of digital technologies. Consequently, companies must engage in investment activities, including in the field of digital marketing tools and technologies, such as artificial intelligence (AI) (Gao 2025). Digital marketing strategies are action plans that outline how digital tools and technologies are to be used to achieve marketing objectives. Digital marketing strategies comprise five key elements (Al-Sheha 2024):

⇒ **Objective**: defining what is to be achieved, such as increasing brand awareness, improving sales, enhancing loyalty, or other goals.

⇒ **Audience**: identifying the target consumers, such as age, gender, location, interests, behaviour, or other factors.

⇒ **Content**: defines the type, nature and format of the digital content to be created and presented to the audience, such as text, images, video…

⇒ **Channel**: identifying the medium, platform or device to be used for sending and receiving digital content, such as social media, mobile apps.

⇒ **Metrics**: identifying measurable indicators used to assess the effectiveness of digital marketing, such as the number of views, shares..

Therefore, the most important digital marketing strategies that enable start-ups to create distinctive value include the following (Khanous 2018/2019):

- **Optimisation strategy**: aims to encourage the organisation to leverage technological innovation within the existing e-market.
- **Change Strategy**: is adopted by organisations that launch a new service or product within the existing e-market.
- **Expansion Strategy**: capitalise on new technological innovations, to increase the distribution of existing products in new e-markets.

- **Innovation Strategy**: exploiting new technological innovations to develop new goods and services, to expand into new market.
- **Referral Strategy**: attract visitors to the website, this begins with registering with structured directories such as Yahoo or Google.
- **Positioning Strategy**: placing the organisation's website at the top of search engine results.

4 Digital marketing tools used by Yassir and their Impact on Competitive Advantage

4.1 Introduction to Yassir

Yassir was founded in 2017, when Noureddine Taibi came up with a new idea to facilitate travel for all Algerians, and from this emerged the concept of 'Yassir', the first passenger transport service in Algeria. In 2019, the company raised $13 million in a seed funding round, enabling it to launch e-commerce and delivery services. In 2021, Yassir caught the attention of Y Combinator, the world's largest start-up incubator, and secured a significant $30 million investment from the United States, which greatly bolstered its expansion plans. In 2022, Yassir secured a $150 million investment in its second funding round, which is five times the amount raised in its previous round from global investors such as YCombination and BOND. At the same time, the company opened a technology centre in Europe, where it began recruiting and seeking out experienced and skilled professionals to join the centre and participate in this expansion. (Yassir)

Over the past few years, Yassir has attracted more than 6 million users and 130,000 partners across 45 different cities in Algeria, Morocco, Tunisia, South Africa, Senegal, Canada and France. It also employs over 450 staff worldwide, representing more than 15 nationalities. Yassir now also offers a range of on-demand services such as passenger transport, food delivery, grocery delivery and parcel delivery. Building on this infrastructure, it also provides financial services to help Yassir users pay, save and borrow digitally, and the company aims to bring the continent into the digital economy era. (Yassir)

Table 1. Yassir Company Performance Indicators

Indicator	Number of Users	Number of Cities	Number of Partners	Number of Countries Present In	Funding Volume
2025 Value	More than 8 million	More than 45 cities	More than 100,000	6 countries	More than 150 million USD

Source: Compiled by the researcher based on https://yassir.com/ar/about-us

4.2 The Digital Marketing Tools used by Yassir

Yassir is committed to marketing its services in a distinctive way. Since its establishment in 2017, Yassir has employed a mix of marketing tools. With the growth of technological advancements and the increasing reliance on artificial intelligence technologies across various sectors, particularly in service marketing. Yassir has adopted a range of digital marketing tools:

4.2.1 Website: Yassir's website provides introductory information about the company, its development and its mission. Through the website, users can download apps, learn about the services offered, view partners and check job vacancies. It also facilitates communication with various parties, making the website a central tool in the company's digital marketing strategy.

4.2.2 Yassir Smartphone App: Yassir relies on a comprehensive app strategy that simplifies users' lives by facilitating access to on-demand daily services such as transport, food delivery, shopping and payments. The company's services include the following: (Yassir, Ride, Eat & Shop [Mobile app] s.d.)

- **Yassir Go transport service**: This is the ideal passenger transport service, offering a range of transport options tailored to users' needs and budgets.
- **Yassir Express delivery service**: This provides food delivery from a wide

range of restaurants offering numerous options to suit users.

- **Yassir Market shopping service**: This service allows users to order groceries without leaving home or struggling with heavy bags, as the team delivers products and food items right to their doorstep.
- **Yassir Pay service**: This service allows users to pay for rides and meals, top up their account using local payment cards.

4.2.3 Social Media: Yassir relies heavily on social media to showcase and market its services. The company utilises a mix of platforms, most notably LinkedIn, Facebook, Instagram, Twitter and YouTube, to market and promote its services and offers with the aim of reaching a wide audience, as well as engaging with customers and responding to their concerns and enquiries. The company's digital marketing specialist works to fuel its growth by designing effective online customer acquisition campaigns and developing communication strategies to increase brand awareness and attract new customers. (Built s.d.)

4.2.4 Google Ads: This is a key tool in Yassir's digital marketing strategy, with the company stating that the digital marketing specialist's role is primarily to ensure brand awareness whilst developing online communication strategies and running advertising campaigns on the Google Ads platform to improve customer acquisition cost tracking (Built n.d.). Their responsibilities also include creating and optimising pay-per-click (PPC) campaigns and managing the advertising budget. (Yassir, Digital ads specialist.Y Combinator n.d.)

4.2.5 Strategic Partnerships: The partnership between OOREDOO Algeria and YASSIR as part of the development and digitalisation of services: marketing of the 'STORM' electronic top-up service: In a move aimed at promoting the digitalisation of services and transactions, Ooredoo Algeria announced the signing of a partnership agreement with Yassir during a ceremony held on 4 February 2026 at Ooredoo's headquarters in Algiers, where the agreement was signed by the Managing Director of Ooredoo and the founder and Managing Director of Yassir, in the presence of senior management and representatives from both parties. This new partnership forms part of an initiative aimed at creating synergy between

Yassir's innovative platforms and Ooredoo's technological expertise in the telecommunications sector. The partnership will be realised through the launch of the first practical project dedicated to mobile payments and digital distribution, namely the marketing of the 'STORM' electronic top-up service via the Yassir app. This initiative will enable customers to top up directly via the Yassir platform, thereby modernising Ooredoo's sales channels, promoting the adoption of integrated digital payment solutions, and advancing financial inclusion by facilitating access to simple, secure digital payment services available to a wide audience. By combining Ooredoo's connectivity and technological expertise with Yassir's multi-service platform, this partnership aims to popularise the use of mobile payment solutions and promote financial inclusion for new segments of society, thereby contributing to the development of a more inclusive digital economy in Algeria. (Ooredoo 2026)

- **Acquisition of Khawarizmi**: Yasser announced its acquisition of Khawarizmi, a company specialising in programmatic advertising. This transaction forms part of a strategy to develop a structured ecosystem around advertising and retail media, with the aim of providing brands with solutions to reach audiences in various markets using data-driven technologies. (AlgerieECO 2026)
- **Acquisition of the Uno retail chain**: The acquisition of the Uno retail chain from the Cevital Group was finalised as part of a plan to establish a stronger presence in the regional retail market and offer a hybrid shopping experience combining digital channels and physical branches. (Jawlah 2026)

4.2.6 Leveraging Artificial Intelligence Technologies

In 2023, Yassir began integrating Vertex AI into its platform to enhance its capabilities in machine learning and to improve and develop process automation, The use of artificial intelligence technologies helps to streamline machine learning processes from design through to results, via a unified platform for model development, reducing the time required to move from model development to deployment from several weeks to just a few days. (Google.Cloud n.d.)

4.3 The impact of digital marketing on enhancing Yasser's competitiveness

⇒ Increased Market Share

Yassir is currently considered the most valuable start-up in North Africa, having raised over $150 million in investment, serving more than 8 million users, and boasting a network of over 100,000 drivers and partners across more than 45 cities. (Moheildin 2025) Within seven years. Yassir has managed to become the largest super app in North Africa, by providing world-class services to millions of customers and establishing a thriving market. (Google.Cloud n.d.)

⇒ Improving the Customer Experience

Yassir's adoption of AI applications has been reflected across various aspects of its business. In transport operations, predictive models have helped reduce driver dispatch times by approximately 50 seconds in initial trials, leading to an improved customer experience and fewer trip cancellations. As for delivery services, AI has helped improve logistics management, boosting efficiency, reducing waste and supporting sustainability. Through digital marketing strategies aimed at improving the customer experience, Yassir achieved a 15% increase in new customer acquisition and a 20% improvement in customer retention rates using artificial intelligence. (Google Cloud, n.d.)

⇒ Building Trust and a Digital Reputation

Yassir has succeeded in building user trust, with the app now being used on a daily basis for a range of transactions such as transport, grocery shopping and deliveries (Moheildin 2025).

⇒ Reducing Customer Acquisition Costs

In its early days, Yassir relied on self-funding, with the cost of acquiring a single customer amounting to $0.75, whilst the average revenue per trip was $6. Within eight months, the company achieved high profitability, with Yassir reinvesting these profits into expansion into new areas, reflecting a leading model of capital efficiency. (Moheildin 2025)

Table 2. The Impact of Digital Marketing and AI on enhancing Yassir's Competitiveness

Metric	Result achieved
New customer acquisition	15% increase

Customer retention	Up to 20% increase
Time taken to assign a driver	Reduction of 50 seconds
Grocery service revenue	20% increase
Average order value	Up to 25% increase

Source: Compiled by the researcher based on https://cloud.google.com/customers/yassir

5 DISCUSSION

The findings are interpreted in light of the theoretical framework and previous studies, with consideration given to the extent to which they agree with or differ from the existing literature. The discussion is organised according to the main themes of the applied study.

Discussion of the results of the marketing tools adopted by Yassir:

The results of the applied study showed that Yassir employs a mix of digital marketing tools, including its website, mobile app, social media, the Google Ads platform, as well as strategic partnerships with Ooredoo and acquisitions.

This finding is consistent with the theoretical framework, which emphasises that digital marketing is not merely a promotional tool but an integrated system that combines multiple channels to achieve a powerful impact (Aziz, 2021) It is also consistent with the observations of Jerjis et al. (2023), who emphasised that modern digital marketing relies on the extensive use of technology to engage consumers anytime and anywhere.

A fundamental difference is noted, in that Yassir's model is characterised by the integration of strategic partnerships and acquisitions as part of the digital marketing strategy; this was not evident in previous studies, which relied primarily on traditional tools such as advertising and social media.

Discussion of the findings on the impact of digital marketing on market share growth:

The results showed that Yassir has managed to achieve a leading position in the Algerian and Maghreb markets, becoming the most valuable start-up in North Africa by raising over $150 million in investment, serving more than 8 million customers in 45 cities with a network of over 100,000 partners (Moheildin 2025).

This reflects what Wamda (2024) noted regarding the fintech sector accounting for approximately 30% of total funding in the region, with start-

ups in the field of web-based services and digital payments topping the list of the most-funded sectors, thereby confirming the sector's appeal to investors and supporting Yassir's success.

This finding is consistent with what Khnous (2019) noted regarding digital marketing strategies, which aim to achieve a competitive advantage by providing customers with information that enhances their decision, making capacity, something Yassir has delivered by providing transparent information on services and prices within its digital app.

Discussion of the Findings on the Impact of Digital Marketing on the Customer Experience

The findings confirmed that Yassir's use of artificial intelligence applications had positive effects, including a 50-second reduction in driver dispatch time, a 15% increase in new customer acquisition, a 20% improvement in customer retention rates, a 20% increase in grocery service revenue, and an increase in the average order value of up to 25%.

These findings are consistent with what Abdul Jabri (2023) noted regarding the contribution of digital marketing to increased sales by presenting products in an attractive manner whilst ensuring that online purchasing options are available, in addition to reducing costs. The findings also align with what Jerjris (2023) noted regarding the importance of speed as a distinguishing feature of digital marketing. Furthermore, improving the customer experience has a positive impact on the company's reputation and user trust.

This improvement in the customer experience can be explained in light of the concept of personalisation, whereby artificial intelligence technologies enable the design of individualised experiences tailored to each customer's desires, needs, and preferences, based on an analysis of customer behaviour.

Discussion of the Results in Light of the Hypotheses

Hypothesis 1: Yassir relies on a mix of digital marketing tools to market its services in a distinctive manner. ***(Hypothesis confirmed)***

Yassir has adopted an integrated mix of digital marketing tools, including its website, comprehensive mobile application, social media platforms (Facebook, Instagram, YouTube, and LinkedIn), and the Google Ads platform, as well as strategic partnerships (Ooredoo) and acquisitions (Kawarizmi and Uno). This demonstrates a deep understanding of the characteristics of each tool and its pivotal role within the digital marketing strategy.

Hypothesis 2: The use of digital marketing tools at Yassir has contributed to enhancing its competitiveness by developing digital communication strategies aimed at reaching its target audience, increasing brand awareness, and attracting new customers. ***(Hypothesis confirmed)***

Digital marketing tools have helped Yassir achieve a leading position, as the company has become the most valuable start-up in Africa, with a 15 per cent increase in customer acquisition and a 20 per cent improvement in customer retention rates, while ensuring reach to a wider audience and increasing brand awareness.

Hypothesis 3: The use of digital marketing tools at Yassir has helped improve the customer experience and build trust and a digital reputation. ***(Hypothesis confirmed)***

Yassir's use of artificial intelligence technologies has improved the customer experience by reducing driver dispatch time by 50 seconds and minimising trip cancellations. Yassir has also been able to build trust through its day-to-day services, which, in turn, has enabled the company to offer financial services.

Recommendations

Based on the findings of the study, the following recommendations are proposed:

- Strengthening the digital infrastructure of start-ups and improving internet coverage;
- Developing digital platforms to showcase start-ups' products and facilitate sales and purchasing processes;
- Building and strengthening digital trust among customers;
- Increasing investment in artificial intelligence applications while ensuring the development of digital marketing strategies tailored to each market;
- Organising training courses to develop human resources' skills in digital marketing.

6 CONCLUSION

As a conclusion, Various stakeholders in the start-up sector are increasingly adopting digital marketing strategies and capitalising on technological advancements, particularly in light of the proliferation of

digital markets, in order to improve the marketing of products and services and ensure that they reach a wide range of consumers effectively and efficiently.

The findings indicate that Yassir's success can be attributed to the adoption of an integrated digital marketing strategy that combines various digital tools in a manner suited to the nature and objectives of the company. This model represents a scholarly contribution to understanding the mechanisms through which competitive advantage can be established in start-ups. Based on the foregoing, the following conclusions can be drawn:

- Digital marketing tools are an effective mechanism for supporting productivity, increasing market share, and enhancing the competitiveness of start-ups.
- Digital marketing tools provide opportunities to communicate with a large number of consumers, bridge the gap between producer and consumer, and build trust and digital reputation;
- The effectiveness of digital marketing tools is linked to the ability of various stakeholders to select the appropriate digital mechanisms and ensure they are utilized efficiently in line with the specific characteristics of start-ups;
- Yassir focuses on marketing its services using a combination of digital marketing tools in light of growing technological developments and increasing reliance on artificial intelligence technologies.
- Yassir has succeeded in building user trust, enhancing its digital reputation, and increasing its competitiveness by integrating artificial intelligence technologies into its platform to strengthen its capabilities in machine learning and to improve and develop process automation.

Areas for Further Research

- The impact of artificial intelligence applications on the competitiveness of start-ups;
- The role of digital transformation in enhancing the competitive advantage of start-ups;
- The role of influencer marketing in strengthening the competitiveness of start-ups;

- The impact of the quality of digital services on achieving customer satisfaction and loyalty.

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