



Unveiling the Digital Pulse of LEAP 2025

Discover how the world reacted to this exciting event and what it means for the future of tech.

LEAP

Background

LEAP 2025 has sparked global conversations, driving engagement across digital platforms.

Using Lucidya's advanced Social Listening capabilities, this report dives into key insights, analyzing audience sentiment, engagement trends, and geographic activity.

About LEAP 2025

LEAP is a premier global technology event that was held in Riyadh, Saudi Arabia, a strategic hub for technological advancement and digital transformation. The event brings together technology leaders, entrepreneurs, and investors to shape the future of the digital economy.

Social Listening Report Methodology

Objective: Understanding audience perception of LEAP 2025 by analyzing engagement metrics, sentiment analysis, geographic trends, and dialect segmentation.







Region: Worldwide



Timeframe: Pre-event



Key Metrics Tracked:

Posts Volume	Likes	Comments	Reposts	Mentions	Sentiment
					

Disclaimer: This report is based on specific keywords monitored on X (the platform) and doesn't cover all the engagement that took place around LEAP 2025.

Meet the Monitor:

Unleashing Actionable, Social Listening Insights

Our advanced Monitor solution is the engine behind capturing real-time insights from LEAP 2025—from engagement numbers and sentiment analysis to geographic trends and dialect segmentation.

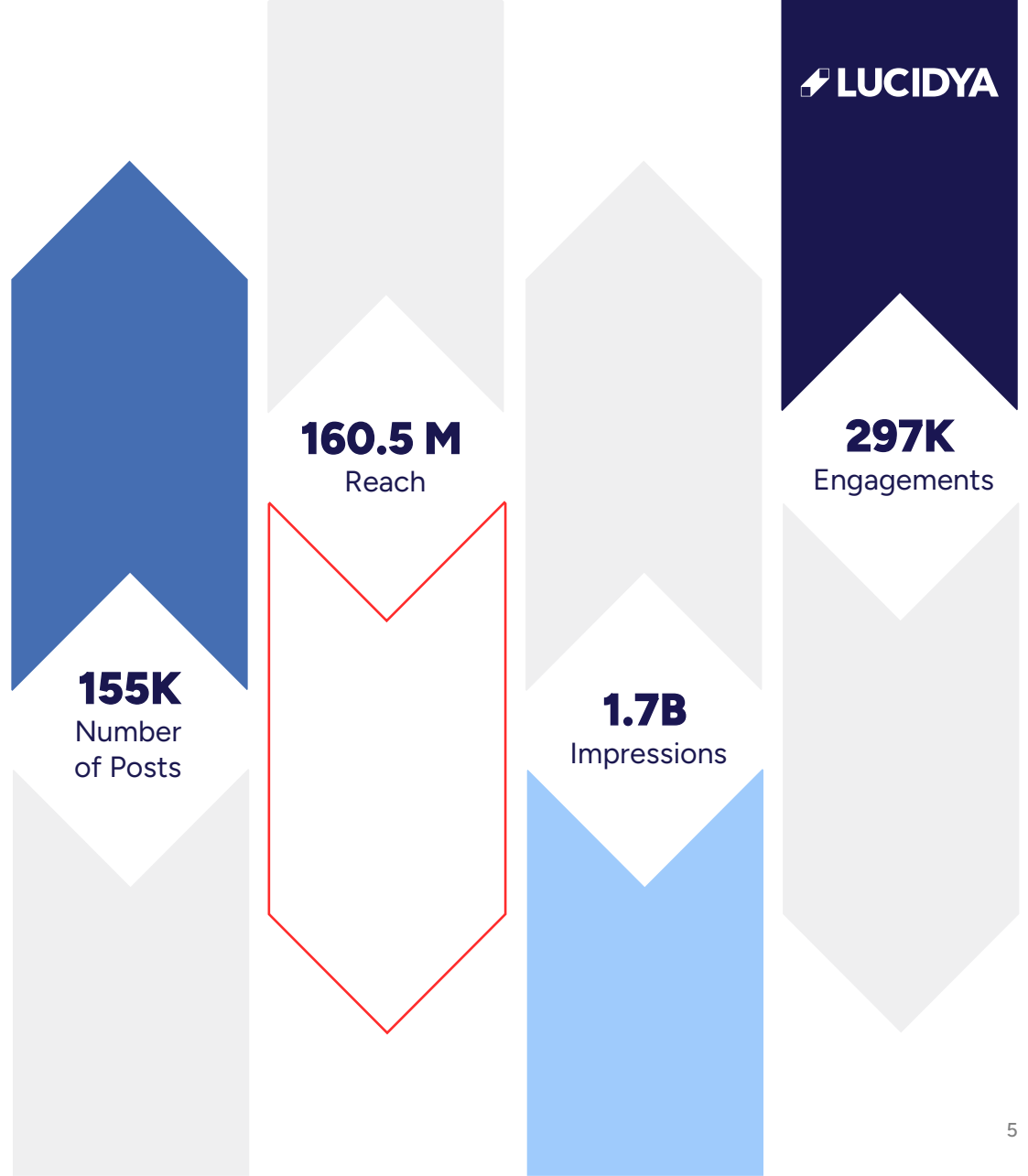
This snapshot is just a taste of its full potential, empowering you to turn every conversation into actionable intelligence.

Imagine what could happen when you harness the power of every data point!

Overview

This data highlights LEAP 2025's massive digital impact, generating over **155K** posts, reaching **160M** people, and amassing **1.7B** impressions. For organizers, this data reveals audience engagement at scale. Sponsors gain clear proof of brand visibility, while marketers and industry leaders can tap into key trends and audience sentiment. These insights go beyond numbers—they highlight LEAP's growing influence in the global tech ecosystem.

Dive in to explore the full impact.



Conversations Around LEAP 2025 Were Driven by Excitement, Announcements, and Innovation.



99.5%

Positive & Neutral
Sentiment



TURKI ALALSHIKH  
@Turki_alalshikh



مؤتمر ليب أصبح من أهم المؤتمرات على مستوى العالم جهد مشكور ورائع من معالي أخي عبدالله السواحة وفريق عمله المحترف شباب سعودي رائعة وفقهم الله بدعم لا محدود من سمو سيدي قائدنا الملهم وعراب الرؤية حفظه الله  



إبراهيم نياز 
@alneyazi



النسخة الرابعة من فعالية **#LEAP25**، والتي أنهت يوم الأربعاء الماضي، كانت النسخة الأفضل والأبرز وحققت نجاح كبير بحضور أكثر من 200,000 شخص من مختلف أنحاء العالم، مما يؤكد مكانة السعودية كمركز عالمي للتقنية والابتكار. وكان لهذا الحدث تأثير اقتصادي هائل:





Engagement

Appreciation, Amplification, and Conversation

Reposts
 **24.7%**

Comments
 **14.0%**

Likes
 **61.4%**

During the overall time range of the report, likes dominated audience interactions, making up **61.36%** of total engagement and highlighting strong content appreciation.

Reposts followed at **24.66%**, reflecting a high level of content shareability and audience-driven amplification.

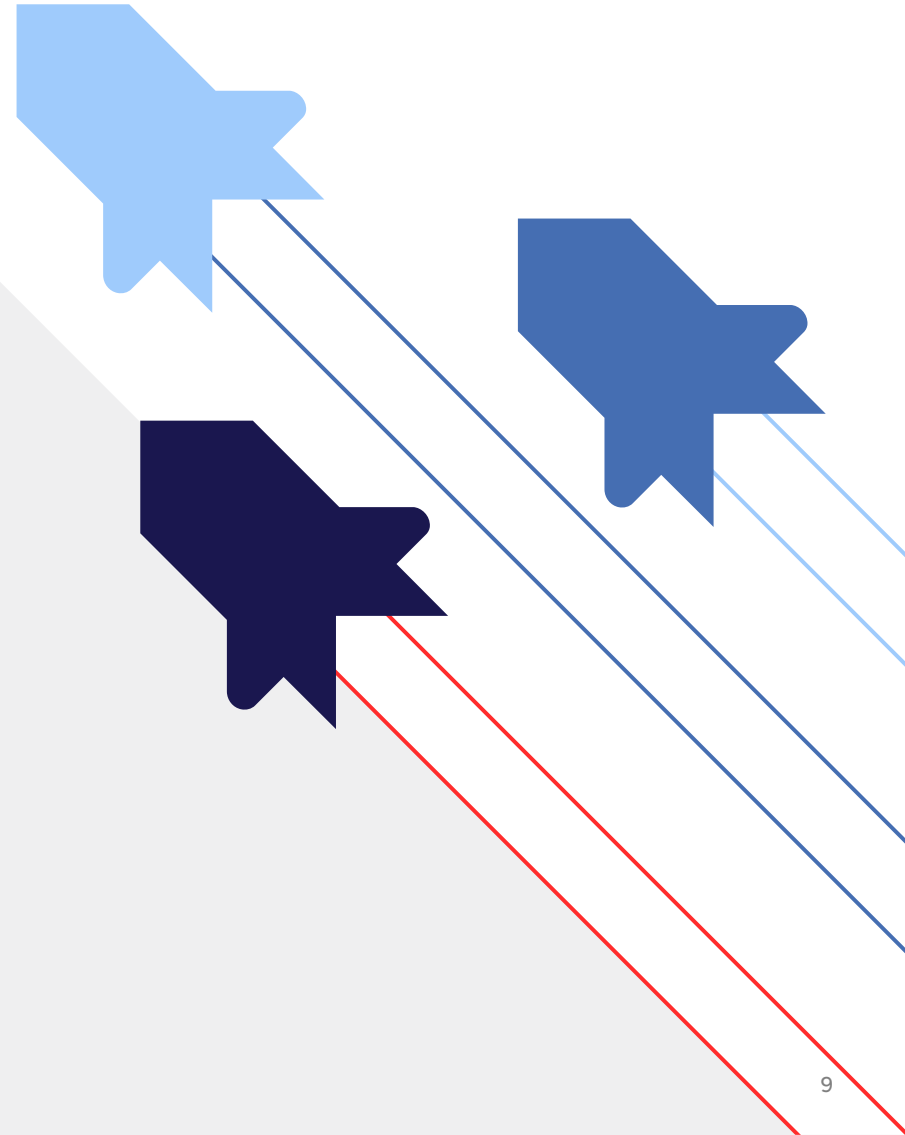
Comments, accounting for **13.98%**, indicate meaningful conversations and active audience participation.

The following sections will dive deeper into this data, exploring top-performing posts, key moments, and the factors driving these engagement trends.

Engagement Skyrocketed!

7X Surge During LEAP 2025!

Momentum peaked as audiences actively shared, discussed, and engaged with LEAP 2025 in real time.



 7.6K

 31K

 308K

 52M

From Hype to Impact:

How Engagement Evolved Through LEAP 2025

Pre-event Engagement:

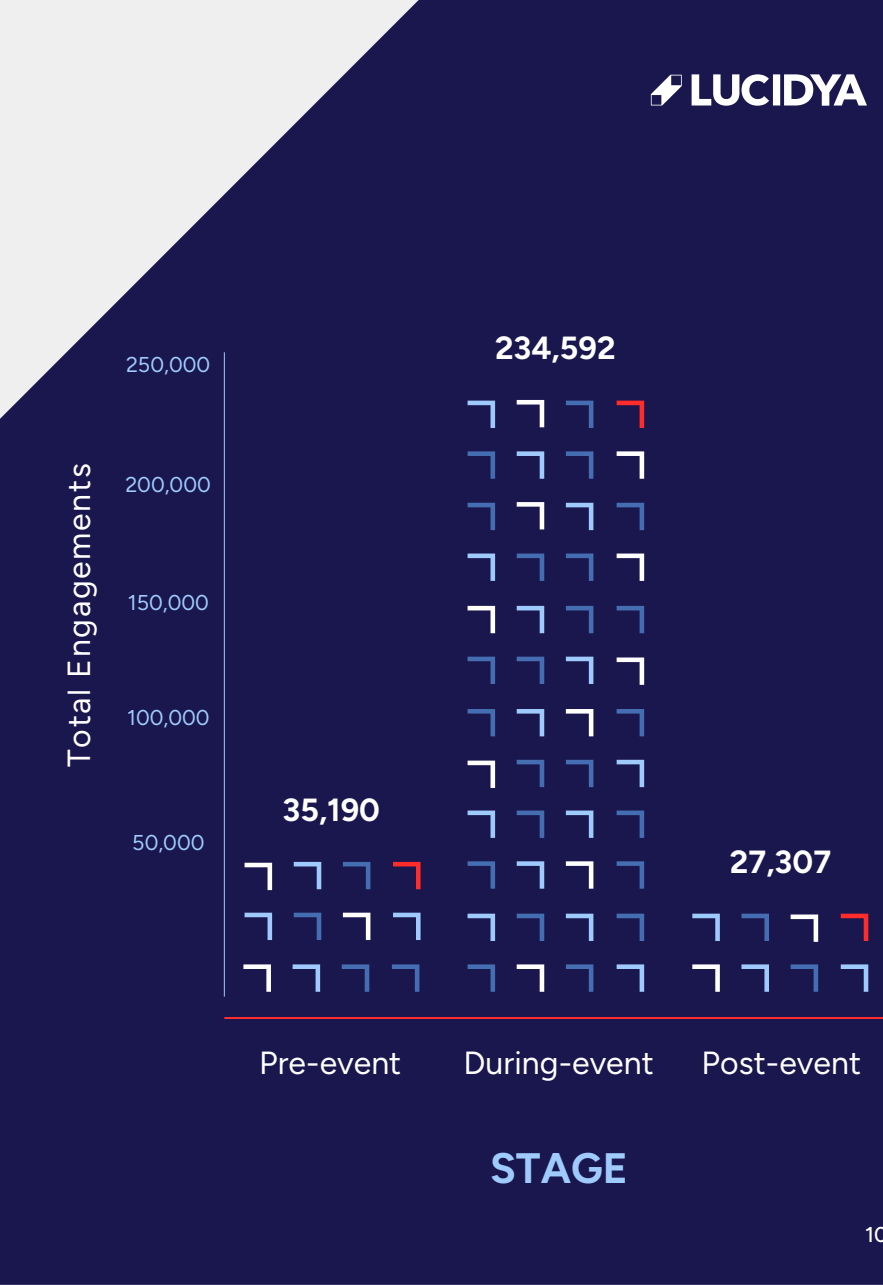
The engagement leading up to LEAP 2025 reflects the growing hype and excitement surrounding the event. Conversations were driven by announcements of key speakers, partnerships, and sponsorships. This organic user-driven activity was crucial for building momentum, as brands, participants, and attendees actively promoted their involvement, generating anticipation.

During-event Engagement:

Engagement peaked during the event, driven by real-time coverage of sessions, keynotes, signings, and product showcases. Attendees and brands shared live updates, amplifying visibility on X platform. This stage showcased LEAP 2025's dynamic atmosphere, industry collaborations, and innovations that kept audiences engaged.

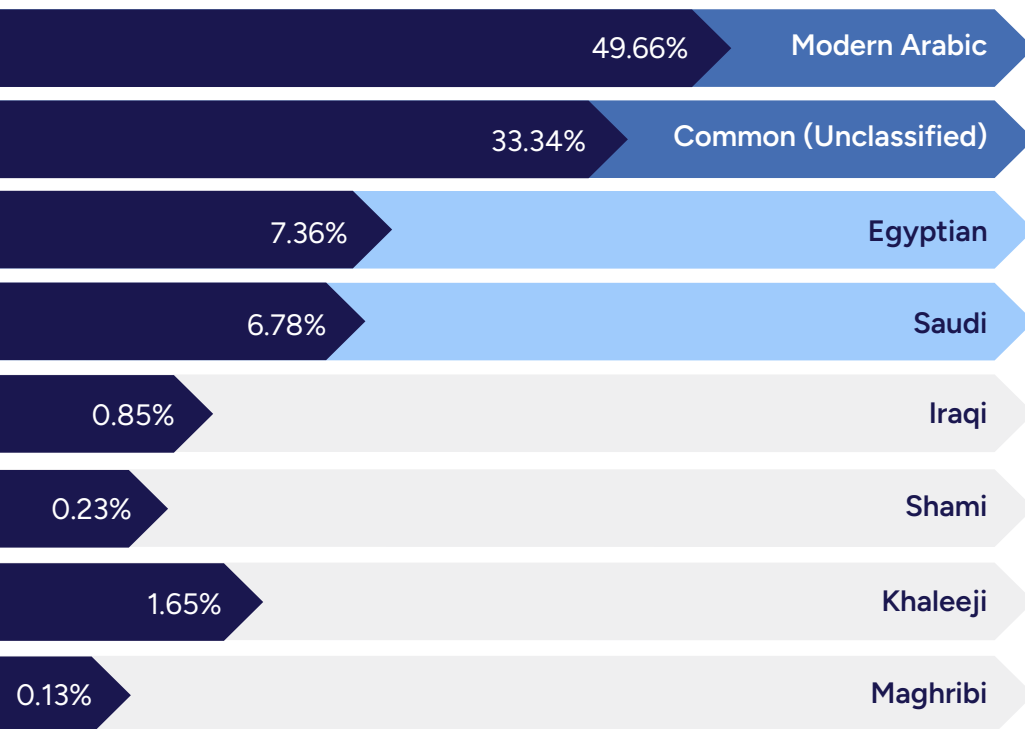
Post-event Engagement:

After the event, engagement focused on milestones, success stories, and key takeaways. Participants shared experiences, brands showcased achievements, and the community discussed future outlooks. This post-event buzz sustained conversations, reinforcing LEAP 2025's lasting impact on the tech ecosystem.



The Voice of LEAP 2025

Modern Arabic Was the Most Used Dialect in Engagements



The analysis of dialects used in LEAP 2025 engagements highlights the dominance of **Modern Arabic (49.66%)**, reinforcing its role as the primary language of digital discussions. A significant portion (**33.34%**) fell under "**Common (Unclassified)**," indicating widespread use of mixed or informal Arabic.

Among regional dialects, **Egyptian (7.36%)** and **Saudi (6.78%)** were the most prominent, reflecting the influence of these large, digitally active audiences.

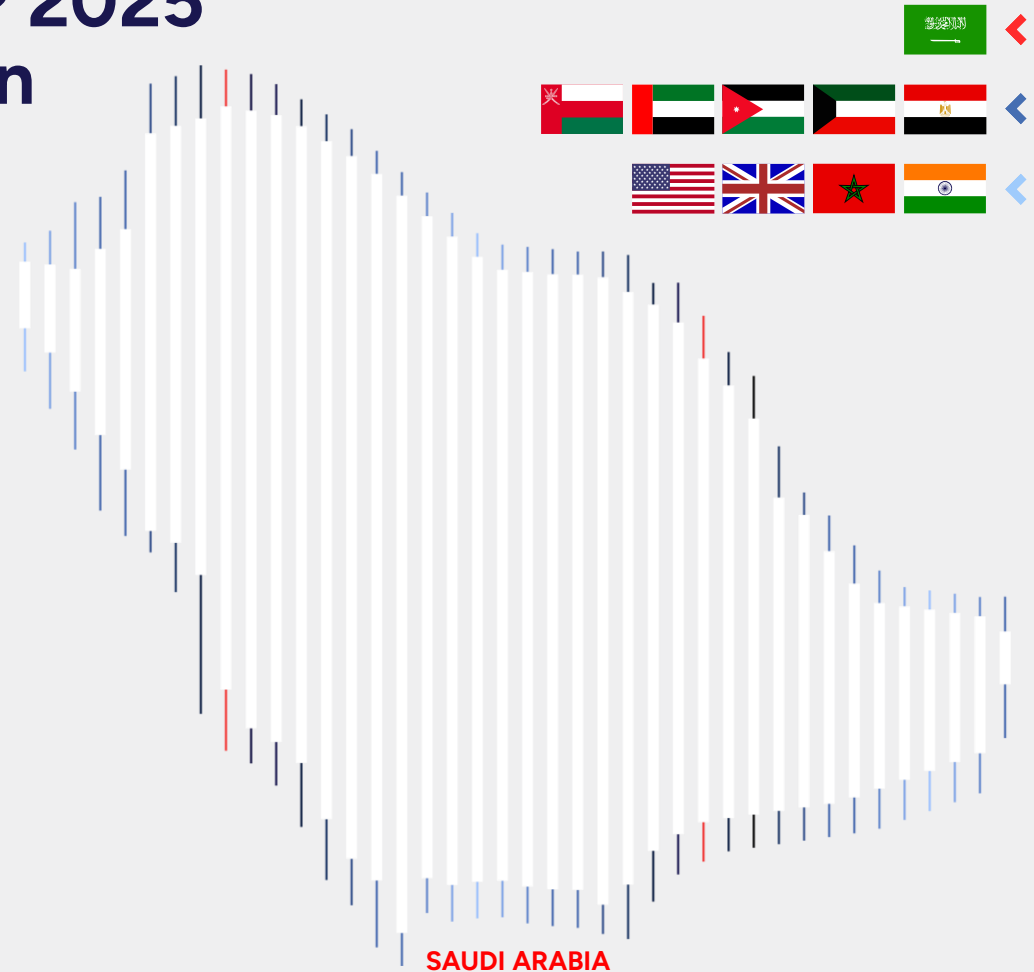
Other dialects, including **Khaleeji (1.65%)**, **Iraqi (0.85%)**, **Shami (0.23%)**, and **Maghribi (0.13%)**, contributed to the conversation but at much lower levels.

This distribution underscores Modern Arabic's role in fostering broad engagement, while regional dialects add localized perspectives, particularly from key markets like Egypt and Saudi Arabia.

Saudi Arabia Leads the Conversation as LEAP 2025 Gains Global Attention

- The geographical distribution of engagement during LEAP 2025 was overwhelmingly led by **Saudi Arabia (88.17%)**, reaffirming the event's strong local presence and impact. As the host country, Saudi Arabia naturally drove the majority of conversations, reflecting high interest from attendees, organizations, and media.
- **Oman**, along with the **UAE, Jordan, Kuwait, and Egypt** contributed notable regional engagement, showcasing LEAP's influence across the Middle East.
- Meanwhile, the **United States, United Kingdom, Morocco, and India** highlighted international interest in the event.

This data underscores LEAP 2025's strong regional dominance while also attracting global attention, solidifying its position as a key event in the global tech landscape.

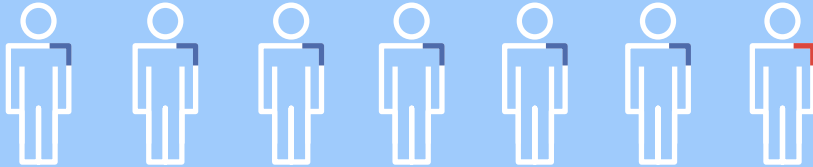


The Voice of LEAP 2025

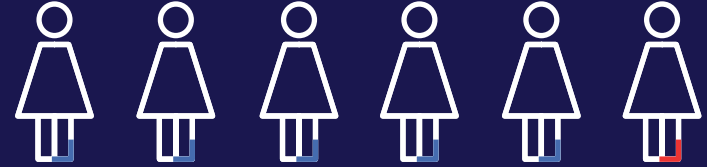
A Gender-Inclusive Dialogue

The gender distribution of LEAP 2025 engagement was relatively balanced, with males accounting for 54.51% and females making up 45.49% of the conversation. This near-equal participation highlights the event's broad appeal across both demographics.

The strong female engagement reflects the increasing presence of women in the technology and innovation sectors, aligning with regional and global efforts to promote diversity in tech. Meanwhile, the slightly higher male participation is consistent with industry trends, where men still form a larger share of the tech workforce and online discussions.



Male: 54.51%



Female: 45.49%

This balanced engagement underscores LEAP 2025's role as an inclusive platform, fostering discussions that resonate across gender lines and encouraging diverse participation in shaping the future of technology.

CIC Saudi Arabia's Post Dominates Reach with 287.3K Views

The top-performing post during LEAP 2025, shared by CIC Saudi Arabia, garnered an impressive **287.3K** views, capturing the excitement around groundbreaking AI and tech advancements unveiled at the event.

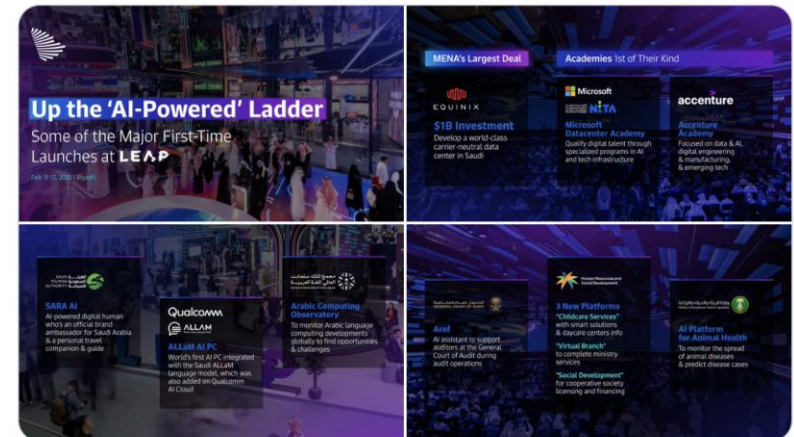
Highlighting the world's first AI PC with a Saudi language model and MENA's first AI-focused academies, the post resonated widely with audiences, reinforcing LEAP's position as the most attended and influential tech event. This strong engagement reflects the global interest in Saudi Arabia's leadership in AI and innovation.



CIC Saudi Arabia  
@CICSaudi



Firsts on firsts at #LEAP25... World's 1st AI PC? Yes, with a Saudi language model. MENA's 1st AI-focused academies? More than one was launched. @LEAPandInnovate is the most attended tech event for a reason!



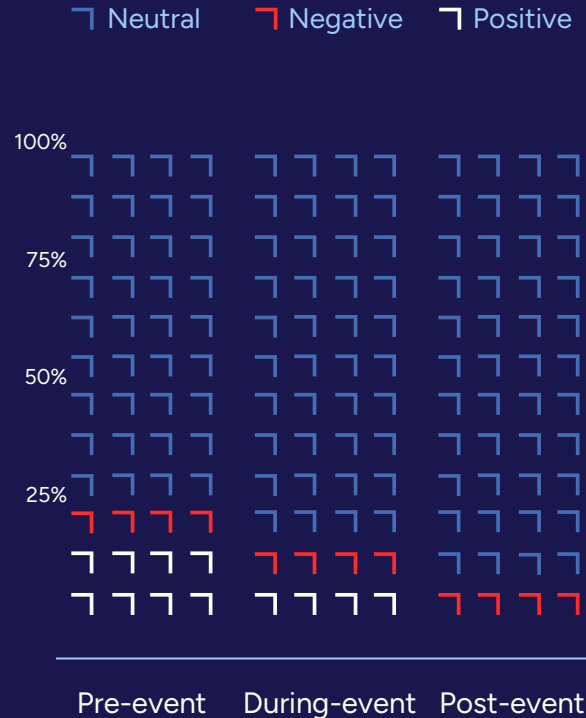


Sentiment

Strong Engagement with a Wave of Positivity

Positive sentiment ranged between **14%** and **17%** during the pre-event and during-event stages, reflecting excitement around major announcements, partnerships, and standout moments like product showcases and signing ceremonies.

The majority of conversations around LEAP 2025 remained **neutral** across all three stages of the event. This indicates that most social media activity focused on exciting news, official announcements, and event updates, where users primarily shared information without expressing strong opinions.



STAGE

On the other hand, **negative sentiment** remained consistently low, hovering around **0.5%** throughout the entire event. This minimal negativity indicated some areas of improvement mainly around logistical concerns, such as transportation and registration issues.

In conclusion, the sentiment trend underscores that LEAP 2025 was largely perceived as an informative and positive event, with the dominance of neutral sentiment reflecting the high volume of news-driven content. The presence of consistent positive sentiment highlights areas of strong audience engagement, while the minimal negative sentiment points to an overall smooth event experience.

A Vision in Motion:

How LEAP 2025 Reflects Saudi Arabia's Digital Future

LEAP 2025's engagement trends, sentiment insights, and regional participation reflect its alignment with Saudi Arabia's Vision 2030. The high engagement levels throughout the event underscore the growing interest in innovation, technology, and digital transformation, with audiences actively participating in discussions, sharing key moments, and amplifying major announcements.

The dominance of neutral and positive sentiment indicates that conversations were primarily focused on news, partnerships, and milestone achievements, reinforcing the event's role as a platform for progress and collaboration. Meanwhile, the event's regional influence was evident, with Saudi Arabia leading global conversations and strong engagement from neighboring countries. This widespread participation highlights LEAP 2025 as a driving force in shaping the future of technology in the region and beyond, as audiences recognized its strong alignment with Vision 2030's ambition to position Saudi Arabia as a global tech and innovation hub.

صناعة سعودية @MadeinSaudi · Feb 13
شركة Huawei بالشراكة مع @McitGovSa تعلن عن إطلاق مركز هواوي لتطوير المهارات في مؤتمر #ليب25

يهدف لصف مهنات 25 ألف موهبة محلية حتى 2030 من خلال برنامج تدريب سنوي يركز على التقنيات الرئيسية.

أبرزها:
- الذكاء الاصطناعي.
- الحوسبة السحابية.
- الأمن السيبراني. #نحو_آفاق_جديدة



2 96 360 53K

Data-driven Decisions: Unlocking Value for Every Stakeholder

Social listening and engagement analytics provide key stakeholders—including event organizers, sponsors, exhibitors, and attendees—with valuable insights that drive better decision-making. Organizers can measure event reach, audience sentiment, and regional impact to enhance future editions. Sponsors and exhibitors gain data-backed validation of their presence, understanding brand visibility and audience engagement levels. Attendees benefit from a more tailored and interactive event experience, as insights help shape future content, networking opportunities, and event offerings. By leveraging these insights, all stakeholders can maximize their impact, refine strategies, and contribute to the event's long-term success.

**And this is just a glimpse of
what we can offer.**



About Lucidya

Lucidya is an AI-powered unified customer experience platform (CXM) designed to support CX and Marketing leaders in large enterprises, governments, and SMEs. Our platform is tailored for organizations in the Arab world that need a unified, easy-to-use platform to manage their customer experiences and make data-driven decisions.

Lucidya's AI-powered technology, combined with a deep understanding of the Arabic language and culture, with a remarkable 92% analysis accuracy of 15 different dialects and slang, allows businesses to engage with their customers in ways that are both and personal. By offering real-time insights and engagement, Lucidya helps organizations optimize customer lifecycles, reduce costs, and drive growth all in one single platform.



Your trusted partner for game-changing CX

Thank You.