

CASE STUDY

Omantel

عمانتل
Omantel



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| OBJECTIVE

Omantel wanted to raise awareness of their trendy one time packages “Hayyakyour way packages” to suit users’ new life styles.

| THE SOLUTION

To achieve the campaign objective we launched RMI ads in order to raise awareness along with higher engagement levels.

To make the campaign more effective we served our ads to the relevant target audience, which included people active on social media, students, expats and working professionals.

This was an awareness campaign and the objective was to reach the maximum number of unique users.



SCREENSHOT

| RESULTS

580,876
users reached

1.45%
CTR

| CAMPAIGN SUMMARY

ADVERTISER
Omantel

TARGETING STRATEGY
Audience Targeting

PLATFORMS
Android and iOS

DEVICE
Smartphone

DEMOGRAPHIC TARGET
Males & Females
Age 18 and up

COUNTRY
Oman