



Blis Case Studies



FINANCE

Finance

Proximity & Path

QNB: Mastercard

Drive awareness of QNB's Mastercard to people seen at Hamad International Airport, Qatar

Targeting Solutions:

Use Blis Proximity to geo-fence Doha's Hamad International Airport and serve ads to travellers in real time, and Blis Path to re-target the same users when seen at home and connected to WiFi.

Formats Used: Standard Banner

Results:

0.75%

Overall CTR

5.67%

Best performing banner:
Tablet Interstitial
(768x1024)

1.83%

Mobile Interstitial
(320x480)

1.02%

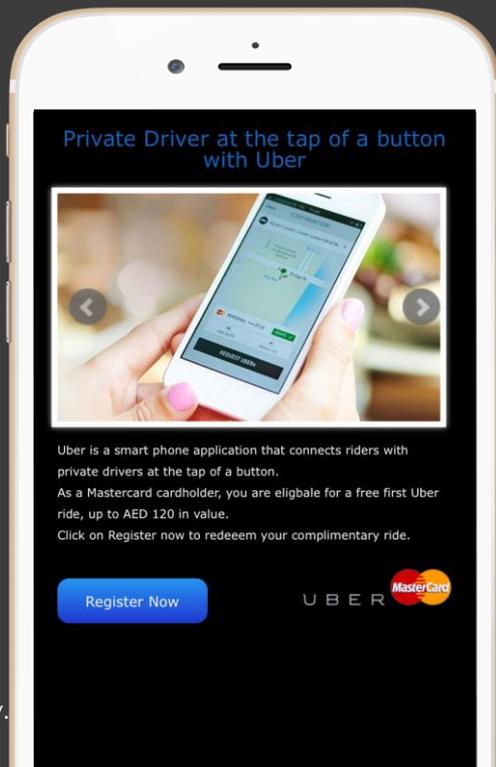
Path CTR

0.64%

Proximity CTR



Case study



Blis Path

MasterCard

MasterCard UBER

Objective

Mastercard wanted to encourage users to sign up to Uber with their MasterCard, through a MasterCard sponsored campaign offering users a free first Uber ride.

Strategy

Blis used their Path retargeting product to track the Device IDs of users who were seen in the locations mentioned below. Then using this historic location data these devices were retargeted at a later point in time when they were at home where they were likely to be more receptive to viewing the ad.

Targeting

Using Path, Blis were able to retarget individuals seen in affluent locations including airport lounges, 4/5* hotels and wealthy residential neighbourhoods, etc.

Results

The campaign finished on an impressive overall CTR of 2.32%, which is 3x higher than industry standard. **1.6 million unique users were reached throughout the campaign and this resulted in +65000 qualified leads to merchants in 14 days.**

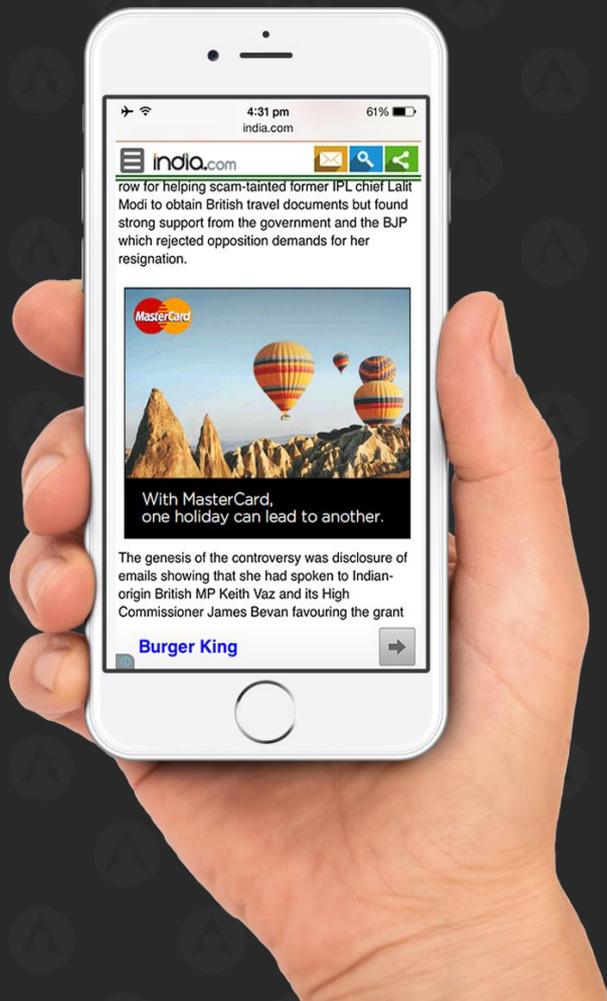
Saturday was the best performing day of the week which suggests people were more engaging on their days off.

2.32%
Overall CTR

3.41%
Peak CTR

2.41%
App v Web
Best performer
App

3.28%
Best performing
Day
Saturday 20th



Finance

Path

Mastercard: India

The aim of the campaign was to raise awareness and drive international/domestic spend throughout the India holiday season.

Targeting Solutions:

Profile and target users seen in highly affluent locations. Re-target when seen connected to a residential IP address across all household devices.

Formats Used: Mobile/Tablet/Desktop

Results:

2.32%	Overall click through rate (CTR)	11.6%	Best performing ad format (CTR): Tablet Interstitial	65000	Overall clicks
Android	Best performing operating system	Saturday	Best Performing Day	3pm	Best performing time

Master card : Cross borders

Target UAE travellers in US, UK, France, Germany and India, Also, we target users when they switch their mobile operator from Du or Etisalat to Vodafone, Verizon, etc.

Targeting Solutions:

Use Blis Audience to geo-fence UAE residents when they are travelling to US, UK, France, Germany and India, and serve ads to travellers in real time, we are also targeting users when they switch their mobile operator from Du or Etisalat to Vodafone, Verizon, etc. Blis Path was used to re-target the same users when seen at home and connected to WiFi.

Formats Used: Standard Banner

Results:

0.55%

Overall CTR

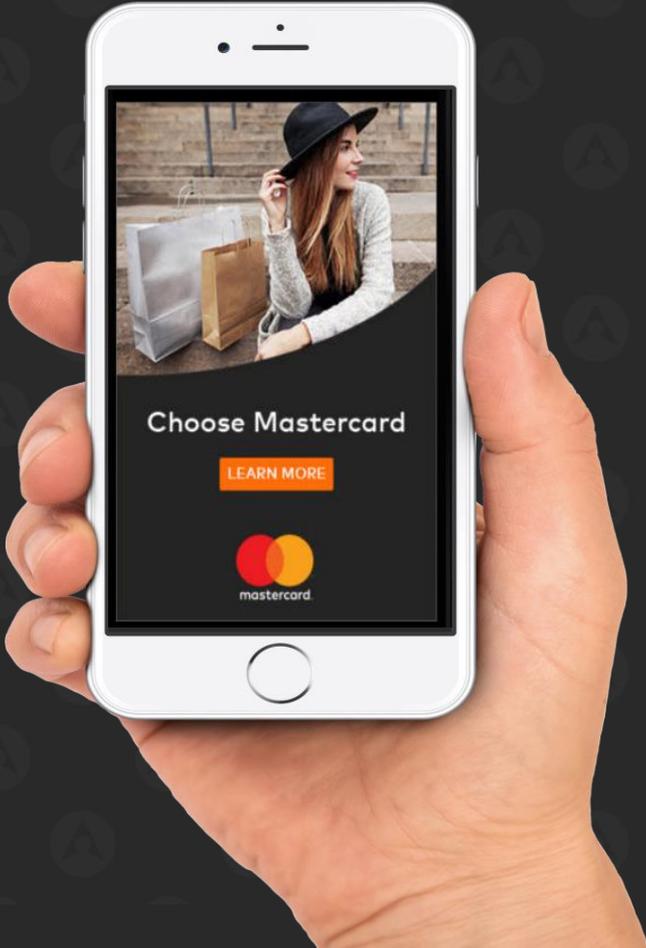
0.76%

 Best performing banner:
Tablet Interstitial
 (768x1024)

0.57%

 Mobile Interstitial
 (320x480)

0.44%

 Best Country
 CTR France


Case study



Blis Audience

SABB

SABB Premier

Objective

Target SABB Premier's affluent (A-A+) audience in KSA to drive new account openings via the website.

Strategy

Identify KSA's affluent (A-A+) population by from the locations they frequent and the content they are browsing.

Targeting

Profile SABB Premier's target audience at key locations (Financial Districts, Business Class Loungers, 5* Hotels, Restaurants, Malls) across KSA and from the content they're browsing (Finance, News, Business sites & apps), reaching users in real time. Blis served both English and Arabic creative, rotating 5 different visuals (airport Lounge/emergency cash/family/premier center/relationship manager) and optimised towards the best performing creative.

Results

The campaign out-performed industry benchmarks achieving an overall CTR of 6.59%, and peaking at 9.27%.

6.59%

Overall CTR

9.27%

Peak CTR

11.73%

Best performing
OS
iOS

6.97%

Best performing
visual
'Family'