



Blis Case Studies

REAL ESTATE

Dar Al Arkan: KSA Vacation

Drive awareness of Dar Al Arkan properties to KSA nationals when in the UAE

Targeting Solutions:

Use Path to collect and store the device IDs of users who have travelled from KSA to the UAE and then when in Dubai

Layer location and contextual data to profile KSA nationals in Dubai, and serve them with ads in real time.

Formats Used: Standard and Interstitial banners

Results:

2.38%

Audience CTR

0.45%

Path CTR

6.25%

 CTR: Tablet
Interstitial
Path
(768x1024)

2.68%

 CTR: Mobile
Interstitial
Audience
(320x480)


Alef Residences

Drive awareness of the Alef luxury residences to HNWIs across key markets: UAE, GCC, Russia and UK

Targeting Solutions:

Audience targeting was used to profile HNWIs in the key markets based on their location and content behaviour, and to serve ads in real time.

Formats Used: Standard and Interstitial banners

Results:

0.99%

Overall CTR

1.67%

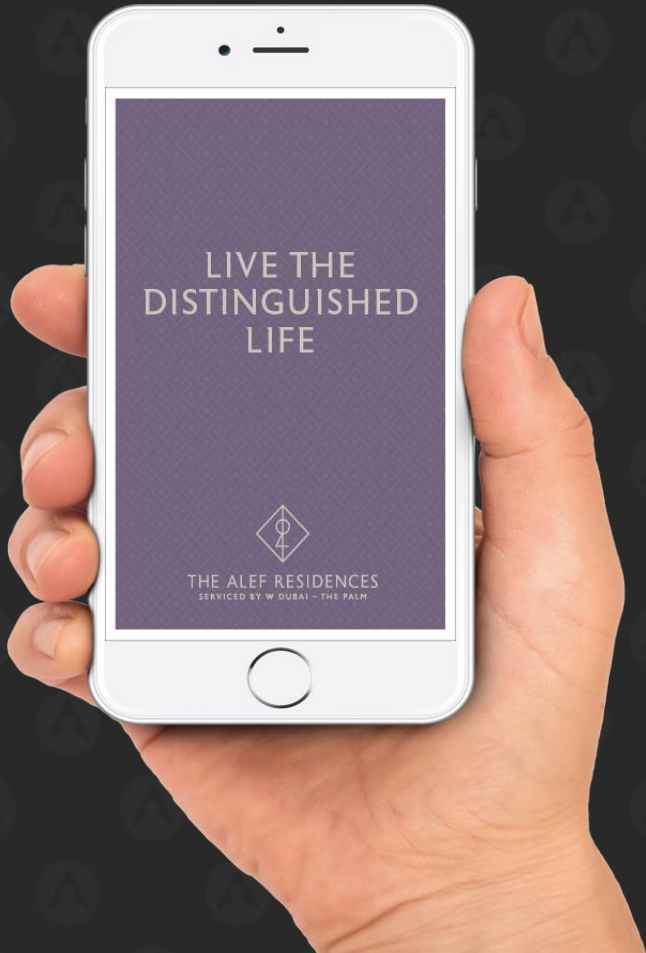
Best performing market: GCC

4.32%

CTR: Tablet Interstitial (768x1024)

2.32%

CTR: Mobile Interstitial (320x480)



Real Estate

Proximity

Anantara: Dubai Residences

Promote the Anantara Dubai Residences to HNWI

Targeting Solutions:

Layer location and contextual data to profile HNWI in Abu Dhabi, and to serve them with ads in real time.

Users were profiled at the following locations: affluent residential areas, financial areas, golf clubs, beach clubs. And browsing relevant content: investment, finance, business.

Formats Used: Standard and Interstitial banners

Results:

1.10%

Overall CTR

5.32%

CTR: Tablet
Interstitial
(768x1024)

0.51%

CTR: Mobile MPU
(300x250)



Real Estate

Proximity

Utmost Properties: CityScope

Drive footfall to the Utmost stand at the Dubai World Trade Centre during CityScope 2017

Targeting Solutions:

Blis Proximity was used to geo-fence the Dubai World Trade Centre during CityScope 2017, and serve ads to event attendees in real time across 3G/4G and Wi-Fi.

Formats Used: Standard & interstitials Banner

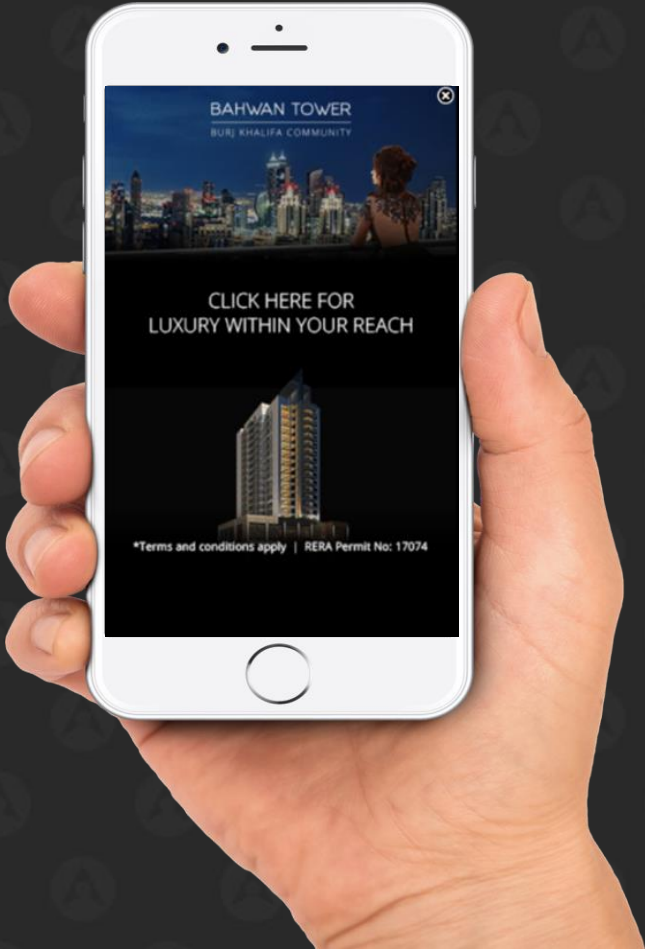
Results:

0.61%

Overall CTR

1.30%

Best performing banner:
Mobile Interstitial
(320x480)



Real Estate

Proximity

Informa: Cityscape Global 2017

Drive awareness of and footfall to Cityscape Global 2017

Targeting Solutions:

Use Blis Proximity to geo-fence selected real estate sales offices across Dubai and serve Cityscape ads to users in real time

Formats Used: Standard and Interstitial banners

Results:

0.48%

Overall CTR

2.34%

CTR: Mobile
Interstitial
320x480

4.97%

CTR: Tablet
Interstitial
(768x1024)

