



# Blis Case Studies

# TELCOS

# Vodafone: Data Roaming

## Strategy

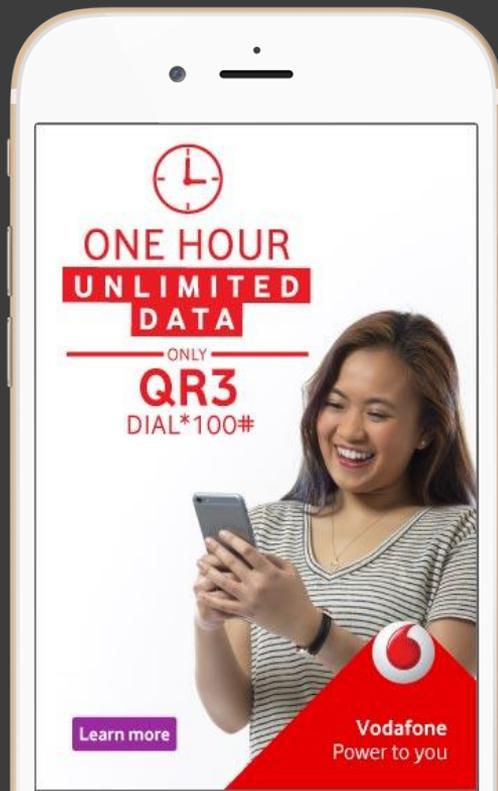
The aim of the campaign was to raise awareness of the Vodafone's latest data offer to Indian, Egyptian and Filipino expats living in Qatar. Blis used Path to reach the desired target audience.

## Targeting

Blis collected device IDs of users who had previously been identified at key locations including Egyptian, Indian and Filipino restaurants/embassies/popular residential areas/schools etc. and re-targeted them when they were at home connected to residential WiFi. Alongside standard and interstitial formats, Blis used BlisPlay in conjunction with Path to serve Video formats to users once they had returned home and connected to WiFi.

## Results

As expected Blis' premium Path product was the most effective in terms of user engagement with targeted Path users yielding the highest CTR of 3.49%. The 768x1024 tablet interstitial was the biggest impact on users, with an overall CTR of 8.87%. The Egyptian audience was the highest performing audience with a CTR of 3.80%.



Overall CTR

3.49%

Best  
Performing  
Format  
Tablet  
Interstitial

Best  
Performing  
Audience  
Egyptians

Video  
Completes  
555,614

Overall VTR

60%



Telcos	Audience & Path
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## Ooredoo: Hala Data Packs

Raise awareness of Ooredoo's data packs

### Targeting Solutions:

Blis Audience was used to profile Ooredoo's ideal audience based on location and content data. Ooredoo ads were served to users real time when they were seen at selected locations and browsing relevant content. Path was used to re-target the same users when they had returned home and connected to Wi-Fi.

Formats Used: Standard & interstitials Banner

### Results:

0.89%	Overall CTR	1.03%	Path CTR	3.53%	Best performing banner: Tablet Interstitial (768x1024)
1.16%	Best performing device: iOS	1.05%	Best day: Saturday		

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Proximity

## Etisalat Roaming

Raise awareness of Etisalat roaming packs, offer them to use their phone easy abroad

### Targeting Solutions:

Blis were able to use location based advertising to profile the relevant target audience and reach the user in the right place at the right time. Frequent travellers were profiled and targeted when seen in close proximity to Business hubs and airports across UAE .

**Formats Used:** Standard & interstitials Banner

### Results:

0.63%

Overall CTR

2.59%

Best performing banner:  
Tablet Interstitial  
(328x480)

0.97%

Best performing device:  
Android

4 PM

Best Timing

Thursday

Best day to convert



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Path

## Etisalat Visitor

The aim of the campaign was to raise awareness of Etisalat Visitor line for people visiting UAE. Blis used Path to reach the desired target audience

### Targeting Solutions:

Blis collected device IDs of users who had previously been identified at key locations including UAE airports, and re-targeted them when they were at home connected to residential WiFi

**Formats Used:** Standard & Interstitials Banner

### Results:

1.78%

Overall CTR

4.00%

Best performing banner:  
Tablet Interstitial  
(768\*1024)

ENG

Best Creative language

0.83%

Top Category :  
Entertainment





Telcos Audience

## Etisalat Umrah

Raise awareness of Etisalat Umrah product

### Targeting Solutions:

Using Audience, Blis was able to drive large scale awareness by targeting users seen at selected locations (Airports of UAE, Jeddah and Madinah Airports, Mosques, Hajj and Umrah travel agents) or who had browsed relevant content (e.g. Business, Travel, Hobbies & interests.). Users were targeted in real time over 3G/4G and Wi-Fi connections in order to engage users at key passion point moments. Blis will be able to use location based advertising to profile the relevant target audience and reach the user in the right place at the right time, Frequent travellers were profiled and targeted when seen in close proximity to Business hubs and airports across UAE .

Formats Used: Standard & interstitials Banner

### Results:

0.97%	Overall CTR	1.71%	Best performing banner: Tablet Interstitial (328x480)	0.99%	Best performing device: Apps
0.83%	Top Category : Travel	Saturday	Best day of the week		



## Blis Connect



# Etisalat eLife Bitstream

## Objective

To drive awareness for Etisalat Elife Bit stream packages.

## Strategy

Blis used Connect to Provide Etisalat Elife Bit stream the opportunity to serve relevant ad formats in the most appropriate user environments (when they are back at home) and when connected to the same residential IP address.

## Targeting

Blis geo fenced Different locations across UAE eg.(JLT, Palm Jumeirah, Discovery) capturing device IDs of users seen in proximity of these locations. These users were then re-targeted when they had returned home and connected to WiFi across other devices to drive maximum engagement.

## Results

The campaign performed well, achieving an overall CTR of 1.97%. Mobile and Tablet interstitial banners performed best, achieving an overall CTR of 2.71% and 1.59% respectively.

Overall  
Campaign CTR  
**1.97%**

Peak CTR for  
Path  
**2.34%**

Best performing  
creative  
Mobile 328x480  
**2.71%**

Best Performing  
Day  
**Sunday**