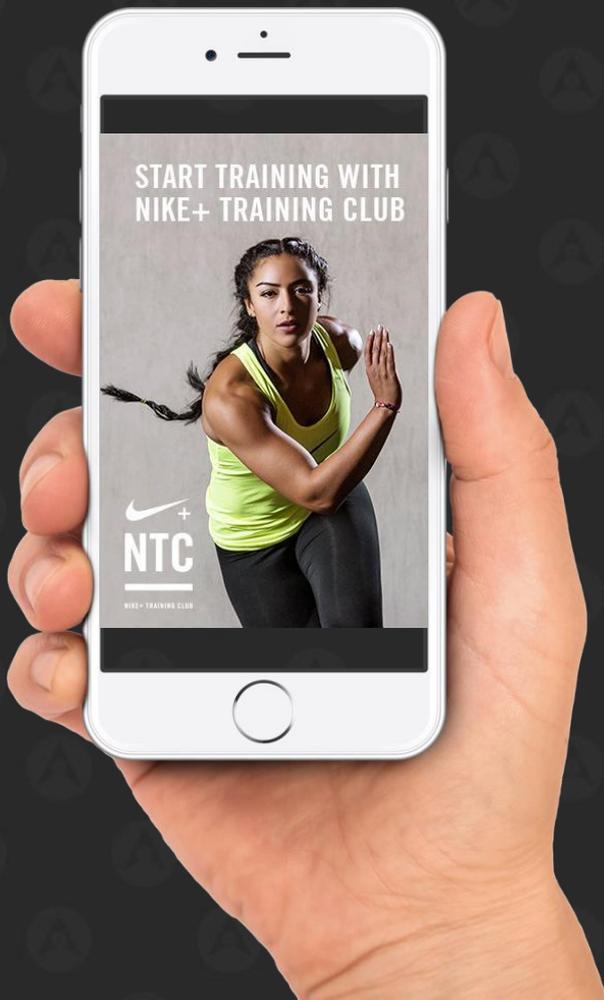




Blis Case Studies

SPORT, HEALTH & FITNESS



Sport/Fashion

Audience

Nike: Nike+ Training Club

The aim of the campaign was to raise awareness and drive downloads of the Nike's NTC app to users in Dubai

Targeting Solutions:

Use Blis Audience to target a dedicated sports and running enthusiasts based on their location (gyms, running tracks etc) and browsing behaviour (e.g. Sports/Fitness sites and apps).

Formats Used: Standard Banners, Interstitials

Results:

1.44%

Overall click through rate (CTR)

11.43%

Best performing ad format (CTR):
1024x768 Tablet Interstitial

English
1.46%

Best performing language (CTR)

21,394

Clicks



Sport | Audience, Connected ID & Footsteps

Meydan: Dubai World Cup

Promote Dubai Racing to horse racing enthusiasts during the season, driving footfall to the Meydan racecourse.

Targeting Solutions:

Audience targeting was used to reach people in real time when seen at racecourses and browsing relevant content (e.g. sport). Connected ID was used to re-target users when they were seen again later on a residential WiFi connection, across all device. Footsteps tracked customers back to Meydan racecourse.

Formats Used: Standard Banner

Results:

2.66%	Overall CTR	3.39%	CTR Connected ID	2.35%	CTR Audience
7.46%	Best performing banner: Tablet Interstitial (768x1024)	166%	FTR Change Control vs. Exposed		



Retail

Audience/Footfall

Adidas NMD

Drive awareness to new NMD shoes and drive footfall to allocated Adidas stores across UAE

Targeting Solutions:

Audience to use location and contextual data to reach the core Adidas audience (Male / Female – Fashion, Lifestyle, Sport content)
CTA : Find A Store

Format Used: Rich Media Interstitial

Results:

1.70 %

Overall click-through rate (CTR)

Friday

Best performing Day

0.38%

Overall foot-through rate (FTR)

Dubai
Mall
BurjTop performing
store

22%

FFR % increase from
control to exposed

Case study: adidas Exhibit



Brand challenge:

To generate awareness of adidas' Exhibit football boots across the UAE and KSA, and drive footfall to adidas stores

Blis solution:

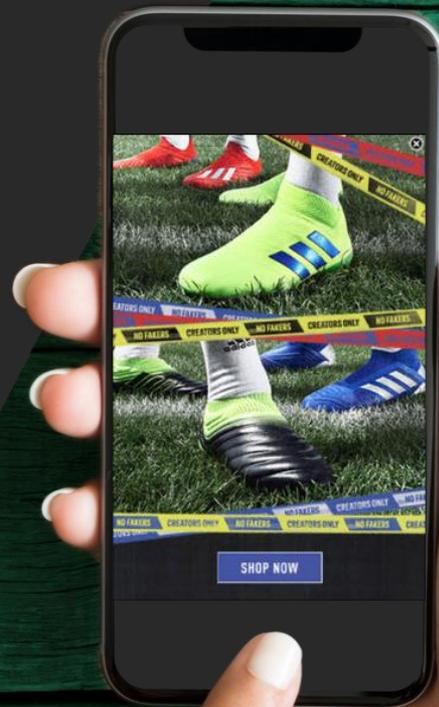
Use Blis real-world intelligence to profile the target audience and drive footfall to store



- **Location target** : use location and content data to profile and target people seen at football pitches/clubs and who are also seen at adidas competitors
- Footfall attribution was used to measure unique devices exposed to the ad who were then seen in adidas stores

Results & insights

0.20%	Footfall Rate UAE	0.05%	Footfall rate KSA
1,261	Total devices seen in store	1.1m	Total uniques reached



Case study: adidas Continental 80



Brand challenge:

To generate awareness of adidas' Continental 80 shoes across the UAE and KSA, and drive customers to their stores

Blis solution:

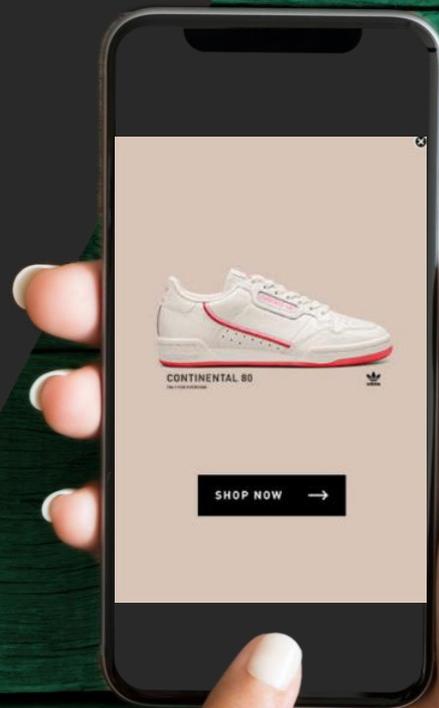
Use Blis real-world intelligence to keep adidas front of mind and drive customers to store

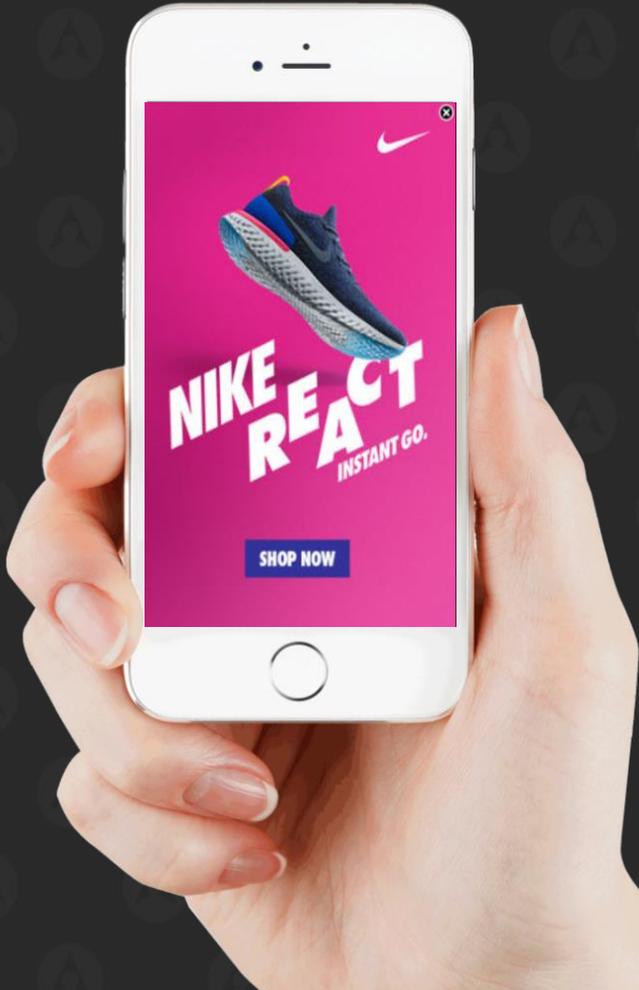


- **Location target** : profile adidas customers based on their locations (e.g. competitor stores, gyms etc) and the content they consumed (e.g. sports & fashion), targeting users both in real time and when they returned home and connected to their Wi-Fi.
- Footfall attribution to measure unique devices exposed to the ad who were then seen in adidas stores

Results & insights

0.29%	Footfall Rate UAE	0.04%	Footfall rate KSA
2,081	Total devices seen in store	1.3m	Total uniques reached





- Retail
- Proximity, Path, Footfall

Nike React: Running

To generate awareness of Nike React running shows across the UAE and KSA

Targeting Solutions:

Blis used Path to profile Nike's target audience across the UAE and KSA, collecting the device IDs of users seen frequently at running tracks and browsing sports content. Video formats were served to users when they were at home and connected to WiFi.

Footsteps was used to track users to Nike stores after exposure to a Blis ad.

Format Used: Video formats

Results:

0.46%	Overall CTR	4.03%	Best performing format: Interstitial (320x480)
0.56%	Footfall rate	741	Unique devices seen in store
			175% FFR rate % increase from Control to Exposed

Case study: adidas Ultraboost 19



Brand challenge:

To generate awareness of adidas Ultraboost 19 shoes across the UAE

Blis solution:

Use Blis real-world intelligence to profile the Ultraboost 19 target audience and drive footfall to store



- **Location target** : use location (e.g. competitor stores, gyms, yoga studios etc) and content data to profile UB19 customers, reaching them in real time and re-targeting when they were seen again at home.
- Footfall attribution was used to measure unique devices exposed to the ad who were then seen in adidas stores

Results & insights

0.30%	Footfall Rate UAE	1,486	Total devices seen in store
500k	Total uniques reached	1.9m	Impressions served





Retail | Audience

Adidas Sport 17

Drive awareness to Adidas Sport 17 video content

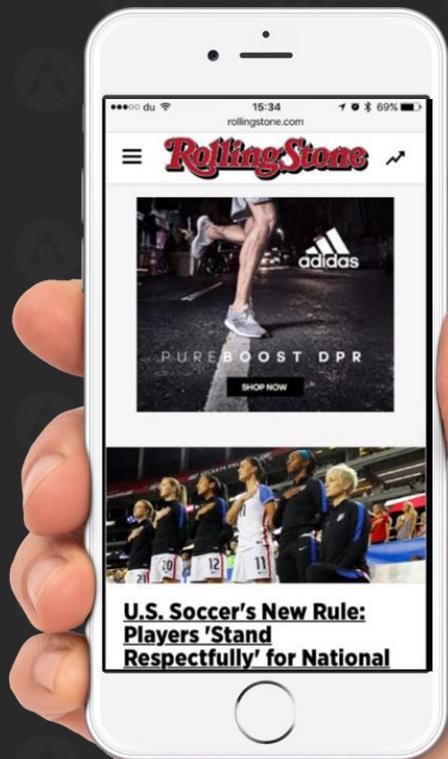
Targeting Solutions:

Audience to use location and contextual data to reach Sport 17 care Adidas audience (Female – Fashion, Lifestyle, Sport content)

Format Used: Rich Media Interstitial

Results:

1.37%	Overall click-through rate (CTR)	6709	Total Engagement (Swipe/Click)	3304	Total Videos played
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Retail

Path

Adidas PureBoost DPR

Drive awareness to Adidas Pureboost DPR during the summer

Targeting Solutions:

Path – Collect Device ID's of users seen in the following locations : indoor training areas, gyms, competitor stores and retarget the user when connected to home WIFI.

Format Used: Standard banner

Results:

1.29%

Overall click-through rate (CTR)

300x250

Best performing format

6pm - 7pm

Best time of the day



Fitness

Audience, Path

UFC

To generate awareness of UFC gym opening in JBR , Dubai

Targeting Solutions: CPC campaign

Audience, to use location (UFC gym, JBR, Marina, JLT, Media City, competitor Gyms) and contextual data (Fitness, health, lifestyle, sport) to reach UFC audience

Use **Path** to increase the effectiveness of the campaign by Re-targeting consumers seen at any of the key locations to keep UFC front of mind

Formats Used: Mobile Interstitials

Results:

3.03
%

Overall CTR
Audience

1.14
%

Overall CTR
Path