



Arla Organic Leverages ArabyAds for Innovative Connected TV Campaign Targeting UAE Back-to-School Shoppers



+350K
Households Reach

68% TV
32% Mobile, Tablet
High Cross-Device Intent

82%
Sales Volume
(compared to last year)

791+
Coupon Redemptions
On Carrefour

The Objective

Drive sales with innovative, targeted communications during back-to-school season

The Challenge

Traditional Marketing Challenges in FMCG Sector

- ▶ High cost of TV advertising
- ▶ Lack of focused targeting
- ▶ Low measurability of traditional methods

The Approach

Launched a unique integrated campaign combining CTV and e-commerce

- ▶ Created a user cohort on CTV of UAE moms and family audiences aged 25-45, interested in kid and family content.
- ▶ Displayed a special promo code on LG and Hisense connected TVs' home screens
- ▶ Encouraged purchases on Carrefour's app or website
- ▶ Retargeted users on mobile and tablets to close the loop between TV and digital engagement

The Results

Reached **350K+** households in 4 weeks

Peak engagement with **0.4%** CTR on Thursday and Friday

82% increase in sales volume compared to the previous year

High cross-device engagement **68%** on TV **32%** on mobile/tablets

Coupon redemptions on Carrefour **791+** with a **0.11%** TV-to-e-commerce redemption rate