



How Clorox Boosted Brand Awareness in Saudi Arabia with ArabyAds' HomeSync+ During a 10-Day Campaign



+960K
Impressions
(Saudi Arabia)

High Cross-Device Intent For Cloro Brand

1.94% CTV CTR **1.19%** Cross-Screen CTR **1.73%** average CTR

High Cross-Device Intent For Clorox Product

1.85% Sunday **1.95%** Monday **1.81%** Tuesday

The Objective

Create awareness and top-of-mind recall for Clorox in the Kingdom of Saudi Arabia.

The Challenge

Building Brand Awareness for an American Brand in Saudi Arabia

- ▶ Establishing Clorox's presence in a competitive market where local brands dominate
- ▶ Reaching Saudi consumers with a targeted message despite cultural and market differences
- ▶ Creating impactful engagement through multiple digital platforms to drive brand recall and consumer action

The Approach

We utilized HomeSync+ to innovate and enhance brand engagement through connected TVs.

- ▶ Used CTV's audience targeting for demographics, location, and content preferences
- ▶ Retargeted users on LG TV Home Screen, LG App Store, and through programmatic ads
- ▶ Followed up with retargeting on mobile devices, tablets, desktops, and PlayStations using HomeSync+

The Results



960K+

Impressions generated within 10 days, reaching a highly relevant audience



High Cross-Device Engagement for Clorox Brand with

1.94%

CTV CTR

1.19%

Cross-Screen CTR

1.73%

an average CTR



High Cross-Device Engagement for Clorox Product with high CTR rates

1.85%

Sunday

1.95%

Monday

1.81%

Tuesday