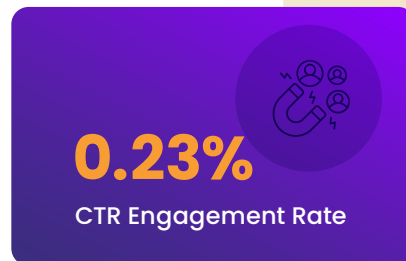
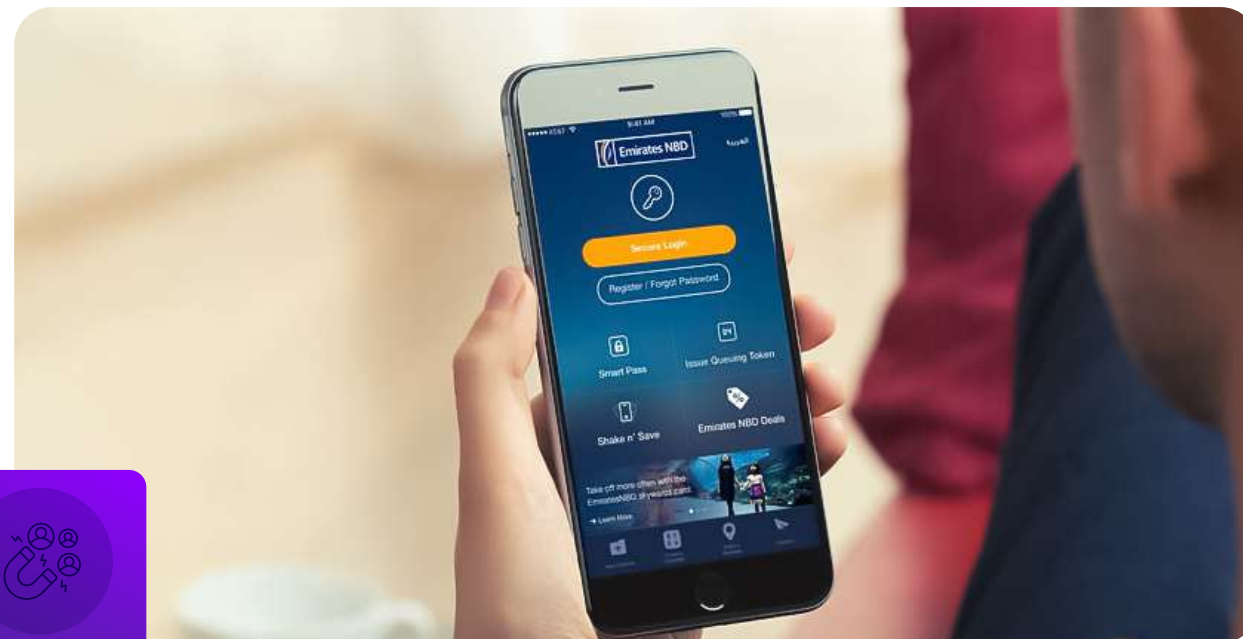




# Emirates NBD Teams with ArabyAds to Drive ENBD X App Launch Through Strategic Connected TV Campaign



## The Objective

Leverage connected TV advertising in a brand-safe environment, aimed to strategically drive downloads of their ENBD X app through a high-impact engagement campaign.

## The Challenge

- ▶ Engaging Emirates NBD's target audience, who predominantly rely on mobile and traditional media for banking
- ▶ Standing out in a crowded media landscape to effectively capture attention and drive app downloads

## The Approach

- ▶ Targeted UAE users aged 18-45, heavy streamers, and mid-to-high-income households interested in business finance
- ▶ Ran ENBD X video ads on LG TV home screens with audio and clickable features
- ▶ Used interactive ads to engage users and highlight the Emirates NBD app over a 5-week period

## The Results

ArabyAds effectively promoted the app relaunch across UAE with innovative, brand-safe, and measurable connected TV advertising



**360K+**  
CTV device reach



**14.9%**  
video completion rate on OEM home screens



**0.23%**  
CTR engagement rate