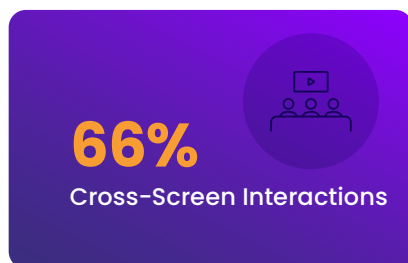
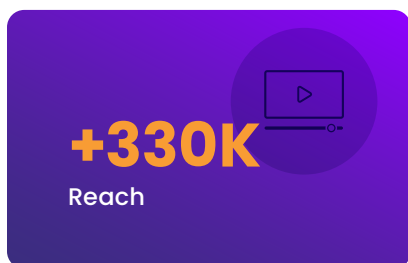




# How Omantel Used ArabyAds CTV Solutions to Drive Awareness for "Baiti" Internet & Shahid Subscription During Ramadan



## The Objective

Omantel aimed to create awareness and attract customers for the "Baiti" premium internet service and promote a free one-month Shahid subscription during Ramadan.

## The Challenge

- ▶ Establishing Omantel's Premium Service in a competitive market where many local and international brands vie for attention.
- ▶ Reaching a Targeted Audience with specific interests in high-quality internet services and entertainment content.
- ▶ Creating Effective Engagement through a multi-channel strategy to convert viewers into customers for both "Baiti" and the Shahid subscription.

## The Approach

We created a pioneering cross-device campaign using advanced data science and targeting techniques.

- ▶ Devised unique audience targeting by used appographic targeting for a new audience on connected TV.
- ▶ Built strategic profiling & Targeted heavy streamers and content enthusiasts through affinity and consumption-based profiling.
- ▶ Planned peak time engagement by applying day parting to reach viewers during peak Ramadan hours.
- ▶ Cross-Device Retargeting: Engaged users on TV and followed up on household devices like mobiles and desktops.

## The Results

The campaign successfully created high engagement and awareness for Omantel's services



**330K+**

Cross-Device Reach achieved throughout the campaign.



High Cross-Device Engagement

**66%**

cross-screen interaction

**34%**

CTV impressions

**1.4%**

CTR on retargeted household devices



Week 3 saw a

**3.58x**

increase in engagement compared to Week 1