



Turkish Airlines Leverages ArabyAds CTV for Greater Tourism Appeal and Brand Connection



+790K



Reach
(Saudi Arabia, UAE, Qatar)

0.69%



CTR LG Home-Screen
Video Ads

49%



High Cross-Device Intent
& Engagement

The Objective

Turkish Airlines partnered with ArabyAds CTV to amplify awareness and create curiosity for tourism in Turkiye & create engagement with the brand theme

The Challenge

- ▶ Faced intense competition from numerous local and international brands
- ▶ Targeted viewers interested in premium internet services and entertainment
- ▶ Used diverse ad formats and platforms to convert viewers into customers

The Approach

- ▶ Targeted countries included Bahrain, Iraq, Kuwait, Qatar, Saudi Arabia, and UAE
- ▶ Focused on 25-45 year-olds, international travelers, fans of Turkish TV series, and lifestyle seekers
- ▶ Applied filters to reach niche audiences
- ▶ Utilized home screen ads on LG and Hisense TVs with audio-enabled, non-skippable videos
- ▶ Implemented in-app instream ads for additional engagement

The Results

Reached over
790K
devices in 4 weeks

29%
in KSA

23%
in UAE

16%
in Qatar

Secured a
0.69%
CTR on LG home- screen video ads

0.77%
on Sundays

0.63%
on Saturdays

49%
of the audience showed high interest in travel content, with notable engagement from movie fans and heavy streamers