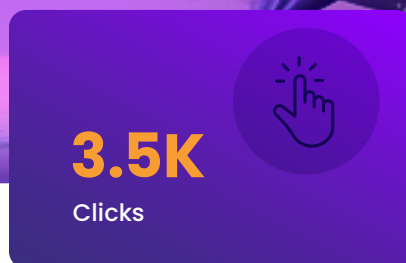
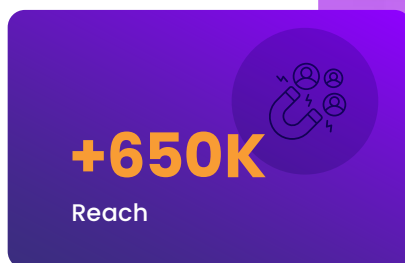
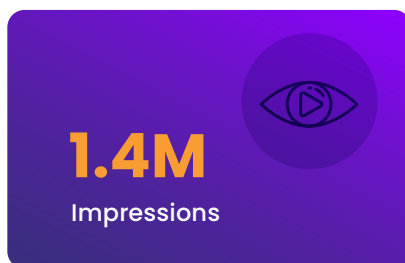
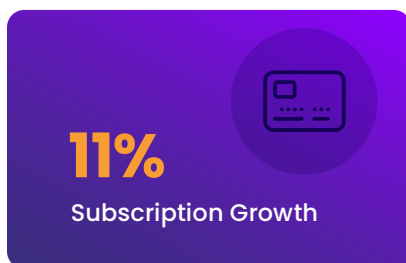
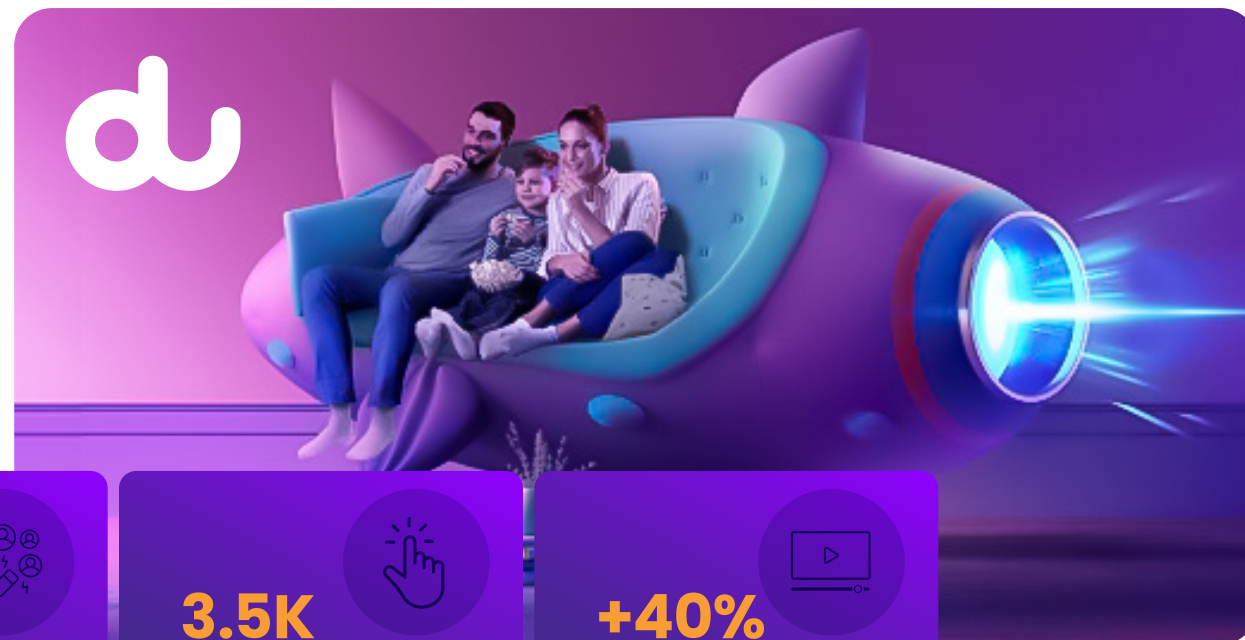




How du Achieved a Subscription Surge with ArabyAds' Cutting-Edge CTV Campaign



The Objective

du sought to boost its Home Revamp service subscription rates by leveraging dynamic ad engagement through innovative, cross-device advertising strategies.

The Challenge

- ▶ du had to compete with rivals launching high-speed plans and premium content.
- ▶ The introduction of advanced high-speed plans by competitors posed a challenge for du to differentiate itself.
- ▶ With rising consumer expectations and market advancements, du needed innovative strategies to stand out.

The Approach

Our campaign harnessed advanced strategies and innovative techniques to drive exceptional results and engage audiences effectively across multiple platforms.

- ▶ Used dual-targeted ads with interactive QR codes to cater to both du's existing and potential customers.
- ▶ Employed Home Sync+ technology for effective retargeting across mobile, tablet, and desktop devices.
- ▶ Implemented consumption-based profiling to engage heavy streamers and optimize message delivery.

The Results

The campaign surpassed industry standards with a remarkable performance.

Achieved an
11%
increase in du's Home Revamp new subscriptions, surpassing industry benchmarks.

Expanded du's reach by
650,000
broadening the campaign's impact.

Delivered
1.4
million impressions, ensuring extensive visibility across diverse audiences.

Saw a
40%
increase in video completion rates, reflecting outstanding audience engagement.