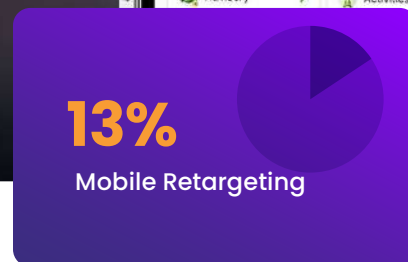
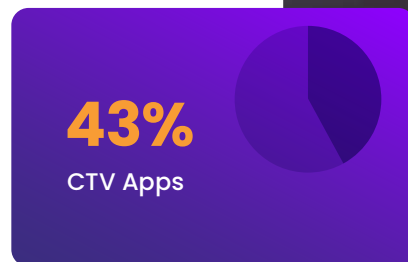
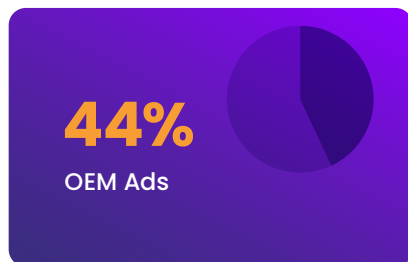




How Wego & Visit Britain Used ArabyAds' CTV Advertising & HomeSync+ to Boost Tourism Awareness During Ramadan.



The Objective

To drive awareness and engagement for England as a prime travel destination among affluent MENA travelers during Ramadan.

The Challenge

- ▶ Standing Out During Ramadan with many brands competing for viewers' attention
- ▶ Targeting Affluent Travelers and luxury seekers required precise audience segmentation
- ▶ Managing Multi-Channel Campaigns to ensure seamless user experience across devices

The Approach

- ▶ Capitalized on Ramadan family TV time to achieve greater ad reach
- ▶ Targeted affluent expatriates and luxury travelers with tailored offers for a high-net-worth audience
- ▶ Placed ads during peak viewing times and used geo-targeting to reach audiences in Saudi Arabia, Kuwait, and Qatar
- ▶ Engaged users across multiple devices through Home Screen OEM, LG App Store, and programmatic ads

The Results

Reached over **1.2M** Users across the MENA region



High Cross-Device Engagement with

43%
from CTV apps

44%
from OEM ads

13%
from mobile retargeting

Maximized Ramadan Co-Viewing to drive high engagement and interest

