

Case Study

Bankmed

Established in 1944 and headquartered in Beirut, Bankmed has grown to become one of Lebanon's leading banks. Through its 64 branches within Lebanon, Bankmed offers a wide range of innovative products and quality services tailored to individuals' and corporations' needs.



Case Study - Bankmed Youth Campaign

Campaign Objectives



Promote their video of the new product for youths on mobile channel to the respective target audience.

Duration



4 Weeks

Measurements






Measuring video views and video completion rate

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Solution

AdFalcon utilized the In-Stream mobile video solution to promote the video on its top ranking mobile apps in the Lebanon which provided maximum local reach and video views.

Measurements

 Number of impressions served during the campaign	30,000+
 Total Average CTR	2.59%
 Video Completion Rate	86%

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Screenshots

