

Case Study

Mobily

Etihad Etisalat (Mobily) was established in 2004 by a consortium led by Etisalat, the UAE based telecom conglomerate. Mobily is the official brand name of Etihad Etisalat, renowned as the second mobile service provider in the Kingdom of Saudi Arabia.



Case Study – Retail Carnival Campaign

Campaign Objectives



Drive Footfall to Mobily branches

Duration



35 days

Measurements



Click-through rates




Post click engagements

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Solution

AdFalcon served attractive call to action mobile ad placements which led to the special rich media execution. Once the users clicked on the expandable rich banner, users would then be presented with a full screen takeover of the banner containing the main ad along with the call-to-action (Store locator).

Measurements

 Total Number of impressions	1,076,923
 Total CTR Achieved throughout the campaign	0.93%
 Average post click engagements	12.6%

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Screenshots

