

Case Study

STC

STC is the largest telecommunication services provider in the Middle East and North Africa. It is the leading operator within the Kingdom of Saudi Arabia, and its international presence extends to 11 countries

STC
الاتصالات السعودية



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Campaign Objectives



Drive purchase intent and brand recall.
Promote the new offer.

Duration



1 Month

Measurements



Click through rate

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Solution

Standard Campaign, leading to the client's website

Targeted users were encountered with various attractive call to action mobile ad placements which all led to the client's website to know more about the new promotion.

Measurements

 Number of impressions	+2,800,000
 Total Avg CTR%	1.07%

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Screenshots



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Screenshots

