

Case Study

Ooredoo

Ooredoo is a leading international communications company with a customer base of more than 100 million across the Middle East, North Africa and Southeast Asia.

Ooredoo partnered with AdFalcon to promote its new offer in the market place by driving its video among the respective target audience to drive brand recall and purchase intent. AdFalcon's video solution "In-stream video" was the recommended video solution to meet the objective.



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Campaign Objectives



Promote Ooredoo's new offer on the mobile channel to the respective target audience.

Duration



1 Month

Measurements






Measuring video views and CTR

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Solution

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

Measurements

 Number of impressions served during the campaign	125,000
 Total Average CTR	1,97%
 Video Completion Rate	83%

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Screenshot

