



AL HUZAIFA

furniture

About

Through the years, Al Huzaifa has defined a certain mystique which resonates with customers looking for something that speaks to them. Which it does in diverse design languages – from Classical, the historical heartland of the brand, to the flamboyant Modern adventure of the noughties and beyond, to the emerging contours of Contemporary, redefined with a unique blend of luxury and innovation. *

Campaign Objective

Driving awareness for Al Huzaifa Furniture collection, and ultimately driving sales.

Target Audience

Females and males across UAE.

Markets

UAE.

Solution

- Published SEO article on Layalina Gift Guide section, in order to raise awareness about Al Huzaifa collections.
- Launched Advertising Campaign across Layalina, targeting audience in UAE.
- Launched an Editorial snap on Layalina discover channel.
- Launched Social media post over Layalina Instagram.
- Influencer collaboration, posted stories about Al Huzaifa collection and Eid offers, to drive users to shop online from the website.
- Launched Snapchat Ad on Layalina discover channel.

Results

Snapchat Ad

1.53%

Swipe Up Rate

+79K

Impressions

+1.2K

Swipe Ups

Editorial Snap

+254K

Topsnap Views

+236K

Unique Viewers

Instagram Posts

+9.6K

Engagement

Article

+13.3K

PV

+9.4K

UV

Advertising Campaign

1.94%

CTR

+1.94K

Clicks

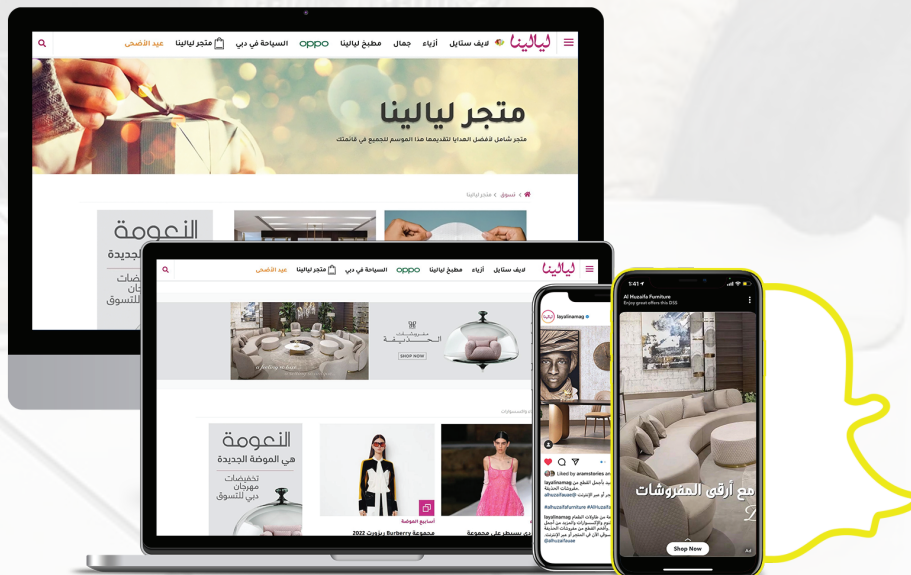
+100K

Impressions

Influencer Stories

+1.2M

Views



Source:

- <https://alhuzaifa.com/about-us/>
- Google analytics.
- Google Ad Manager.
- Snapchat, and Instagram.

www.7awi.com