

# Puente Romano

BEACH RESORT · MARBELLA

## About

Welcome to Puente Romano, Marbella's most sought-after beach resort. With an Andalusian village-style feel, you can indulge in our elevated gastronomy offer with more than 15 restaurants, relax at spa and wellness facilities, enjoy open-air venues, its botanical gardens, or play at a world-famous tennis court.

Discover the best things in life at Puente Romano, under the sun all year round. Take your first steps and explore one of the best Marbella 5-star resorts. \*

## Campaign Objective

Driving awareness for Puente Romano Beach Resort, and ultimately driving bookings through their website.

## Target Audience

Females and males across GCC.

## Markets

GCC.

## Solution

- Published **SEO articles** on Layalina and Sa2eh, in order to raise awareness about Puente Romano Beach Resort.
- Launched **Social media posts** over Layalina Facebook and Instagram.
- Launched **Marketing Campaigns** across Snapchat Discover (Layalina plus other channels).
- Launched an **Editorial snaps** on Layalina and Ra2ej discover channels.

## Results

### Snapchat Ad

**2.55%**

Swipe Up Rate

**+153K**

Impressions

**+3.9K**

Swipe Ups

### Editorial Snap

**+2M**

Topsnap Views

**+1.8M**

Unique Viewers

### Article

**+18.8K**

PV

**+14.7K**

UV

### Social Posts

**+67.3K**

Engagement



Source:

- [www.puenteromano.com](http://www.puenteromano.com)
- Google analytics.
- Snapchat, Facebook, and Instagram.

[www.7awi.com](http://www.7awi.com)