



جاشنمال
JASHANMAL

About

The Jashanmal Group is one of the leading trading, distribution, and retail companies in the Middle East with more than a 100 internationally curated brands and 30+ exclusive labels. *

Campaign Objective

Driving brand awareness and ultimately driving sales.

Target Audience

Females across UAE, Kuwait, Oman, and Bahrain.

Markets

UAE, Kuwait, Oman, and Bahrain.

Solution

- Published **SEO articles** on Layalina and Yummy.
- Launched **Advertising Campaign** across Layalina, targeting audience in UAE, Kuwait, Oman, and Bahrain.
- Launched **Social media posts** over Layalina Facebook and Instagram.
- Ran a **competition** in cooperation with 7awi, on Layalina Facebook and Instagram and announced 2 winners.

Results

Advertising Campaign

5.44%

CTR

+3K

Clicks

+56K

Impressions

Competition Posts

+5K

Engagements

Social Posts

+50K

Engagements

Articles

+32K

PV

+23K

UV



Source:

- www.jashanmalgroup.com
- Google analytics.
- Google Ad Manager.
- Facebook and Instagram.

www.7awi.com