

# 7awi

## SOLUTIONS

### Every Day Me Arabia website awareness Campaign, brought by P&G!!



#### Objective

- Driving awareness and traffic to Every Day Me Arabia website brought by P&G, which includes different products for P&G.
- Driving conversions and registrations to the web site.

#### Target Audience

- Age: 25-45 years old.
- Gender: Females.
- Behavior and Interests: Young ladies who care about Health, Beauty, Fashion, Makeup, Cooking, family and Lifestyle.

#### Markets

- GCC.

#### Solution

- Focus on **Content Marketing solution**, mainly creating a section for Everyday Me Arabia under Layalina website, where it displays related articles and videos plus content from P&G original website.
- Run site awareness **banner campaigns** across 7awi network, focusing on P&G target audience in GCC, and mainly through targeting Layalina users.
- Encourage users' engagement, by using the **incentive approach** in the banners' marketing message, which led to higher conversion rate.
- Focus on **high impact ad solutions**, the interstitials in addition to standard formats (MPU, BB, Mobile Anchor).
- Run **Social Media awareness campaigns**, mainly using Facebook posts.

#### Campaign Duration

- Two weeks – 15th – 30th June 2017.

#### Results

- Achieved **1.67% CTR** for the Overall campaign, delivered a total of **3,967 clicks** and **237,049 impressions**.
- Interstitial ads, **achieved an average of 4% CTR**.
- Social posts **total engagement: 13,449**.
- EveryDay Me Arabia section under Layalina, achieved a total of **51,285 PV** and **43,844 UU** with 0:01:32 average **time spent** on site.