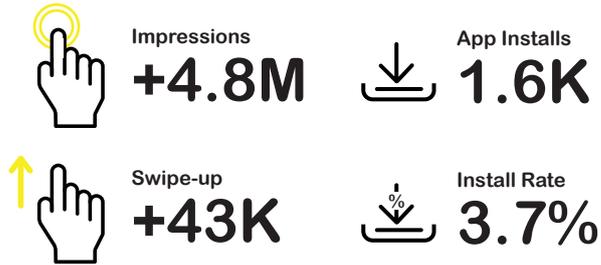


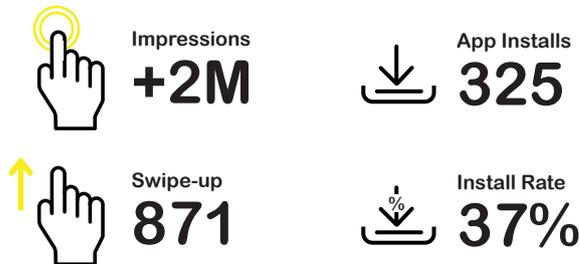
CAFU

CAFU is an “on-demand” fuel delivery service that fills your fuel tank with either petrol or diesel, anywhere and anytime. There is no need to drive to a petrol station or wait in a queue. Just open your CAFU application, register your vehicle, open your fuel cap, and order a fill-up for a safe, contactless and convenient experience! *

Snap Ad



Story Ad



GOAL

Boost awareness and drive App Installation, to ultimately increase the volume of new users for CAFU.



SOLUTION

- Launched Snap Ads across Snapchat channels, focusing on the app installs objective, and targeting the related audience in UAE.
- Launched Story Ads across snapchat discover which allow advertisers to reach their audiences with a branded tile in the Discover feed.